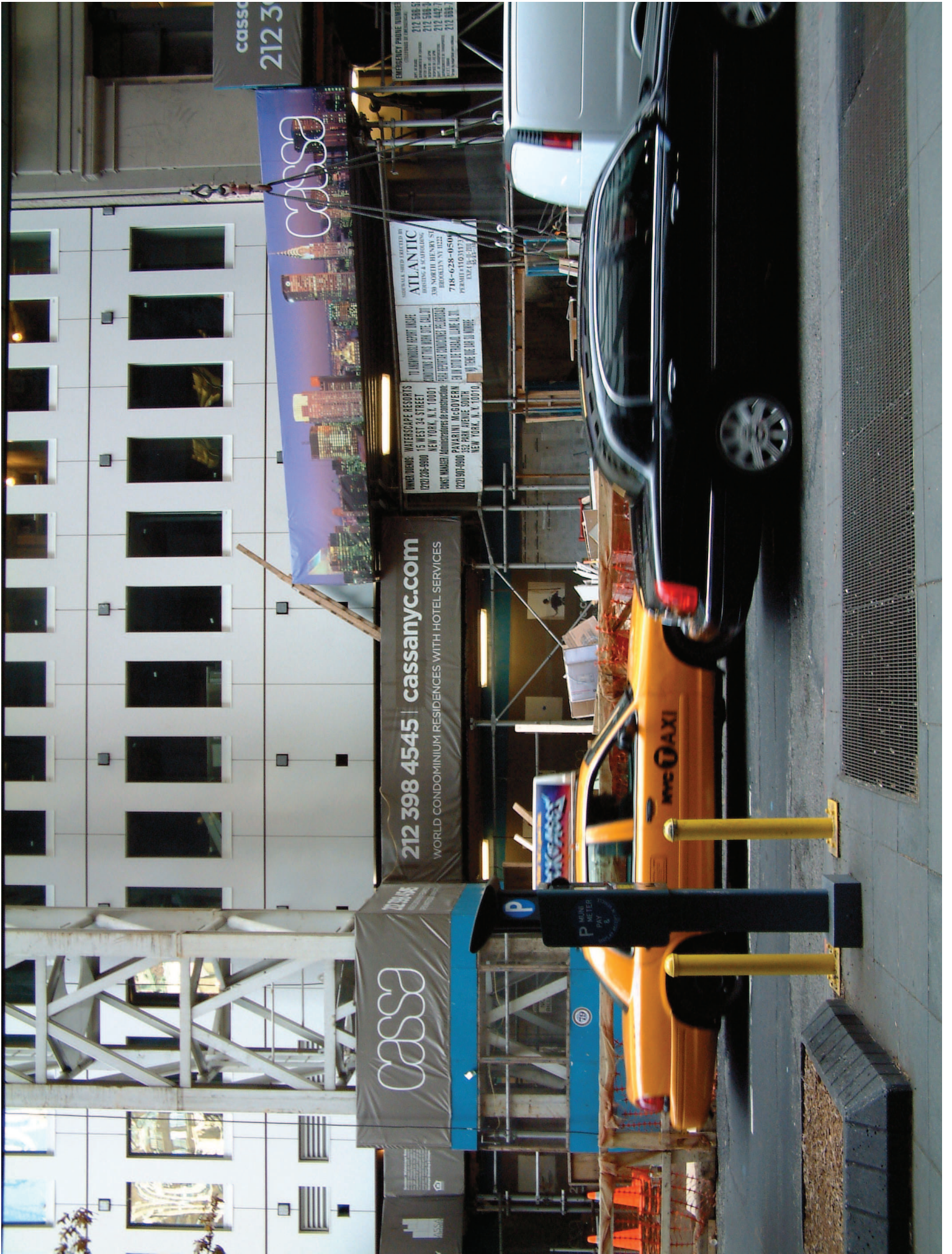


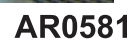
ESTTA Tracking number: **ESTTA683513**Filing date: **07/14/2015**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91215734
Party	Plaintiff Assa Realty, LLC
Correspondence Address	RICHARD J MIGLIACCIO 410 PARK AVENUE, STE 1630 NEW YORK, NY 10022 UNITED STATES joel@assaproperties.com, richard@assaproperties.com
Submission	Motion for Summary Judgment
Filer's Name	Joel Scott Ray
Filer's e-mail	joel@assaproperties.com, richard@assaproperties.com
Signature	/Joel Scott Ray/
Date	07/14/2015
Attachments	Exhibit 30-A.pdf(3084725 bytes) Exhibit 30-B.pdf(2904250 bytes) Exhibit 30-C.pdf(2914012 bytes) Exhibit 30-D.pdf(2902912 bytes) Exhibit 30-E.pdf(3162196 bytes) Exhibit 30-F.pdf(2864571 bytes) Exhibit 30-G.pdf(2082057 bytes) Exhibit 30-H.pdf(2706289 bytes) Exhibit 31.pdf(41747 bytes) Exhibit 32.pdf(4469123 bytes) Exhibit 33-A.pdf(4391345 bytes) Exhibit 33-B.pdf(5913050 bytes) Exhibit 33-C.pdf(4040224 bytes) Exhibit 34-A.pdf(3941623 bytes) Exhibit 34-B.PDF(121783 bytes) Exhibit 34-C.pdf(2950774 bytes) Exhibit 35.pdf(425138 bytes) Exhibit 36.pdf(3690884 bytes) Exhibit 37.pdf(730001 bytes) Exhibit 38.pdf(174155 bytes)

EXHIBIT 30







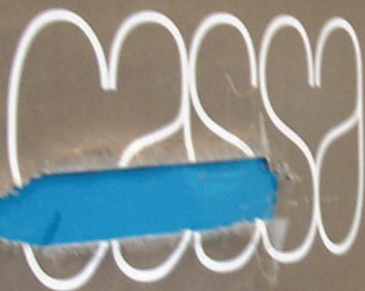






Special
←

hattan
UDAICA
the Heart of Midtown
WEST 45th ST.
12-719-1918



212 398 4

WORLD CONDOM



EXHIBIT 31



SALES SHOWROOM HOURS

MONDAY – FRIDAY 10AM – 6PM

SUNDAY 10AM – 6PM

FOR MORE INFORMATION

CALL 212 398 4545 OR VISIT CASSANYC.COM

Marketing and Exclusive Sales Agent The Marketing Directors, Inc.

Sponsor: Waterscape LLC, 15 West 34 Street. Building images are artist renderings. The complete offering terms are in an Offering Plan available from the sponsor. File No. CDO80121. We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtain housing because of race, color, religion, sex, handicap, familial status, or national origin. Strategic Branding & Design: Graham Hanson Design.



SALES SHOWROOM HOURS

MONDAY – FRIDAY 10AM – 6 PM

SUNDAY 12 PM – 4 PM

FOR MORE INFORMATION

CALL 212 398 4545 OR VISIT CASSANYC.COM

Marketing and Exclusive Sales Agent Prodigy Network, LLC.

Sponsor: Waterscape Resort LLC, 15 West 34th Street. Building images are artist renderings. The complete offering terms are in an Offering Plan available from the sponsor. File No. CD080121. We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support affirmative advertising and marketing program in which there are no barriers to obtain housing because of race, color, religion, sex, handicap, familial status, or national origin.

EXHIBIT 32

Subject: Re: cassa colateral

Date: Thursday, May 24, 2007 3:08 PM

From: Dorothy Lin <dl@grahamhanson.com>

To: Lauren Salmanson L.Salmanson@themarketingdirectorsinc.com

Conversation: cassa colateral

Hi Lauren,

Attached please find attached stationery, sample floor plan and brochure draft for cassa.

Please note: the brochure is in early stages of development, so images are mostly placeholders.

Any news on the Sales Center?

Thanks,
Dorothy

on 5/24/07 11:41 AM, Lauren Salmanson at L.Salmanson@themarketingdirectorsinc.com wrote:

Dorothy

I would like to send a sample of the collateral to the hotel operators. Can you please send me what you have created to date?

Thank you very much

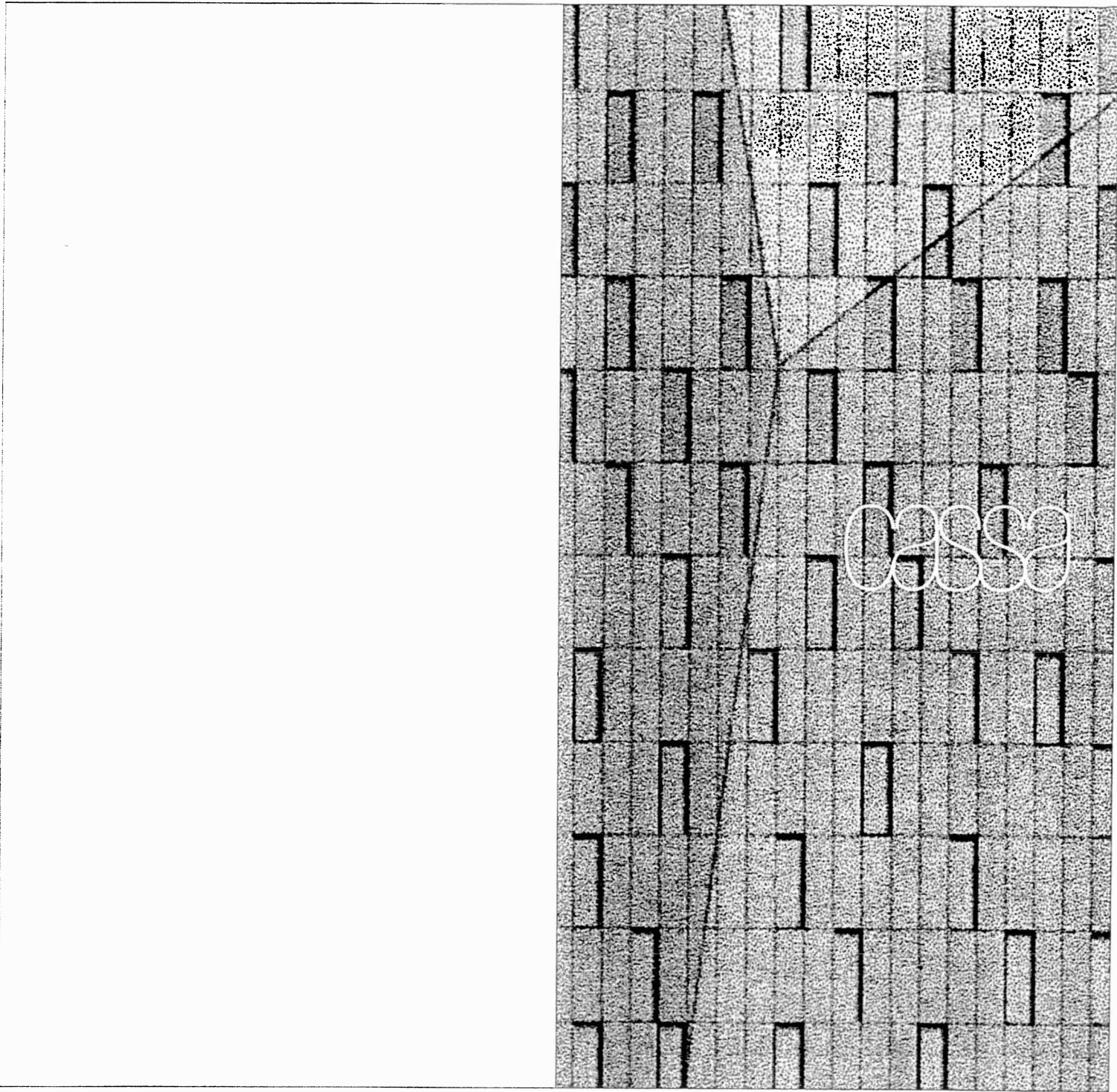
Lauren Salmanson
The Marketing Directors, Inc
Direct: 212.271.2845
Fax: 212.826.1122

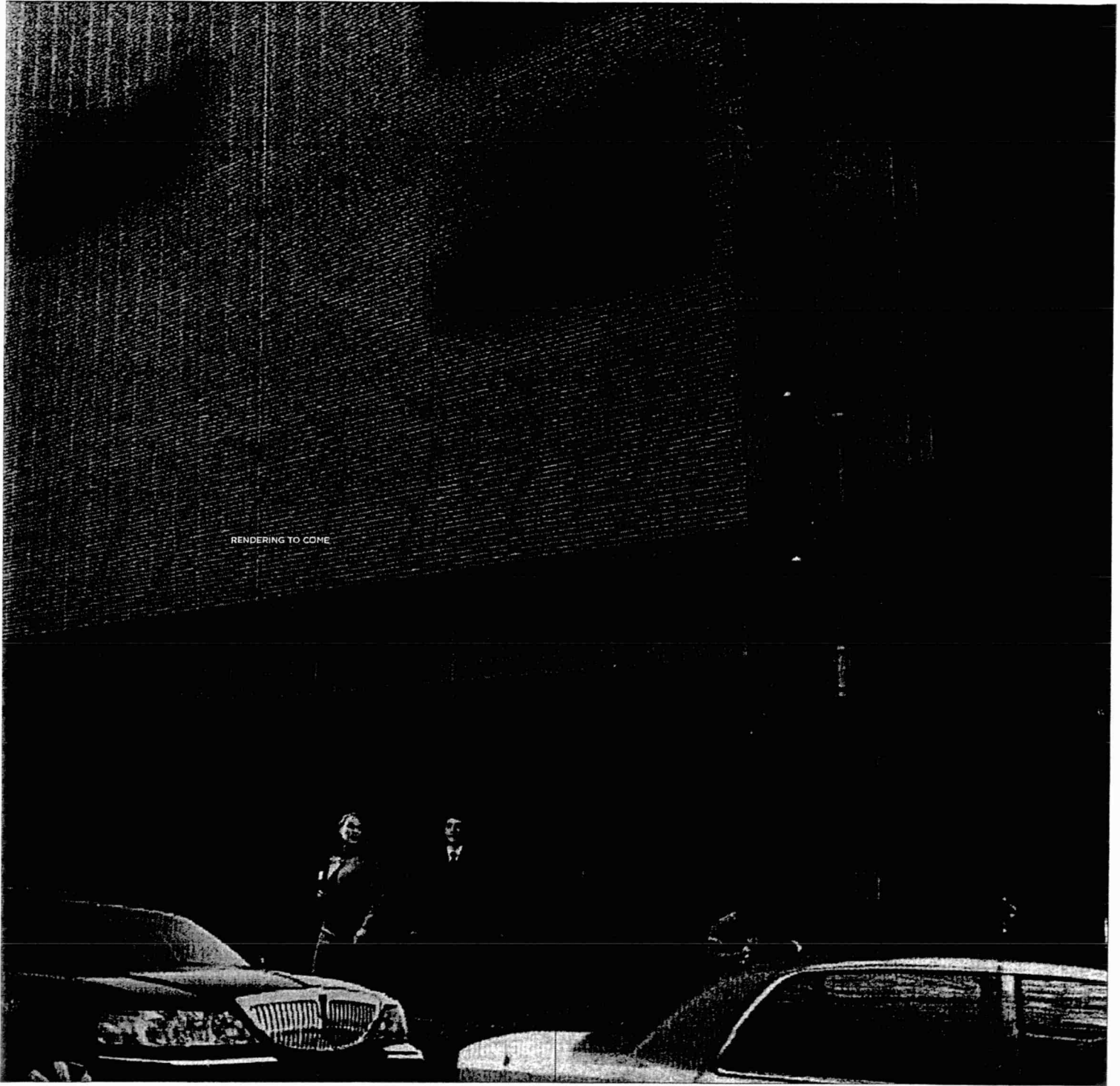
--

Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com

cassa^{NY}

cassa^{NY}





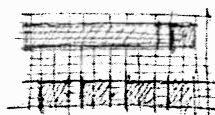
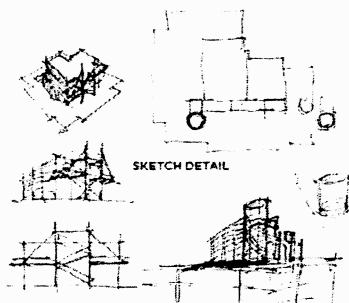
RENDERING TO COME

AN ARCHITECTURAL ICON IN THE HEART OF MANHATTAN

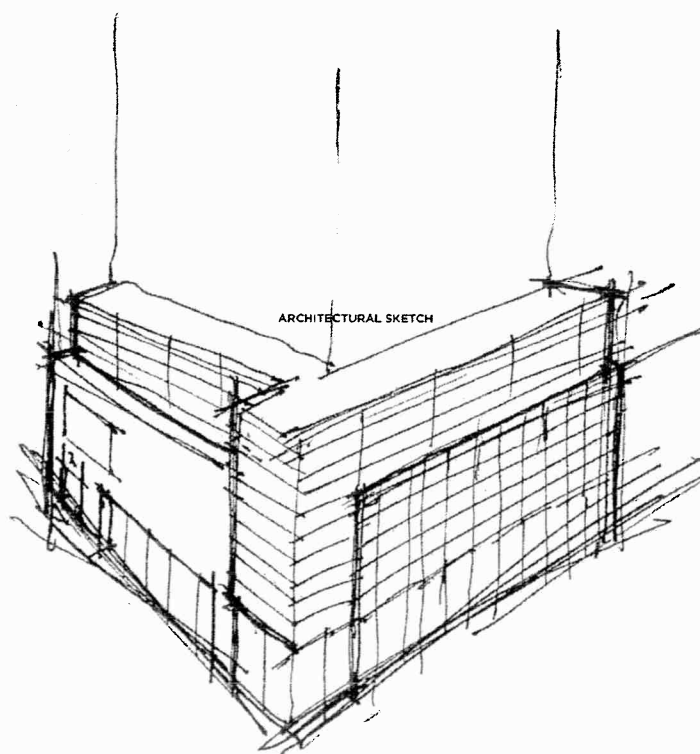
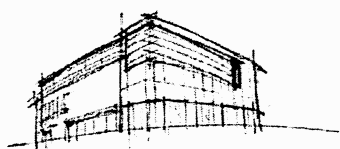
Created through a collaboration of two of the most influential and respected contemporary architectural firms, TEN Arquitectos and Ceiza Ruddy, Cassa will take its place as a recognizable part of the ever-changing and indelible skyline of New York City. Its genuinely unique exterior form is an interplay of dramatically articulated window forms and elegant surface coloration. Its distinctive and sophisticated form and volume are at the same time complementary and contrasting with the surrounding cityscape. A refreshing addition to the architectural and social fabric of New York, Cassa will provide a unique and rewarding quality of life for those who choose to call it home.

iconic



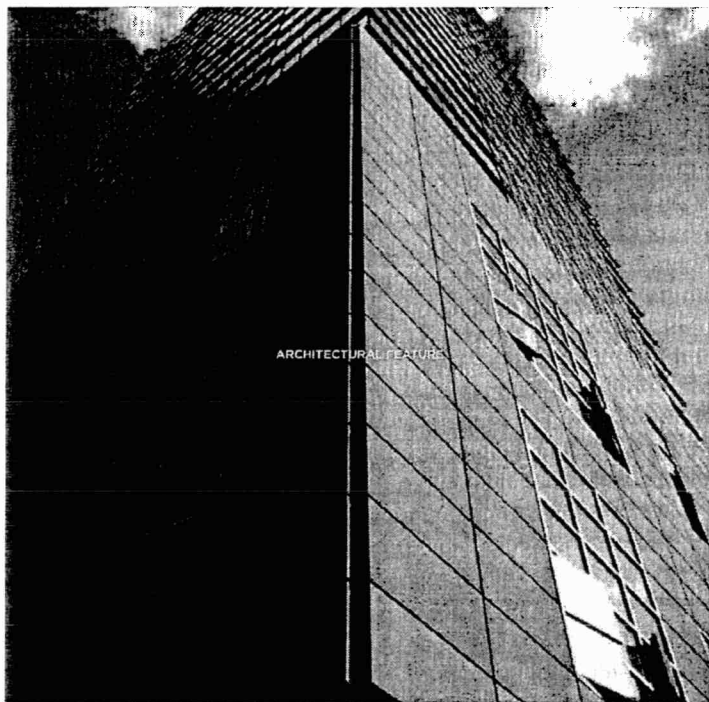


SKETCH DETAIL



ARCHITECTURAL SKETCH

design



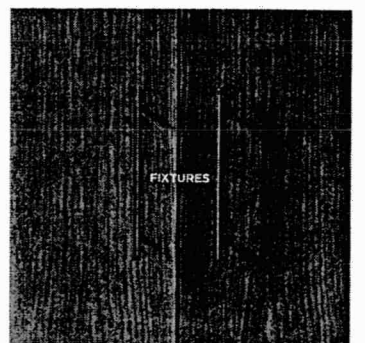
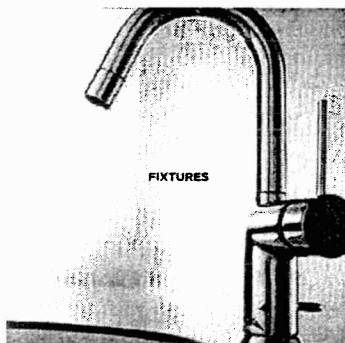
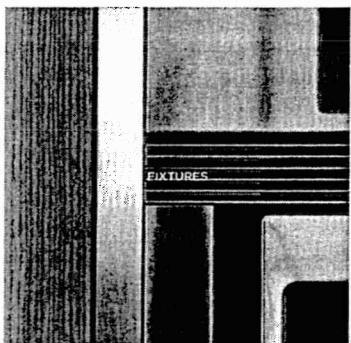
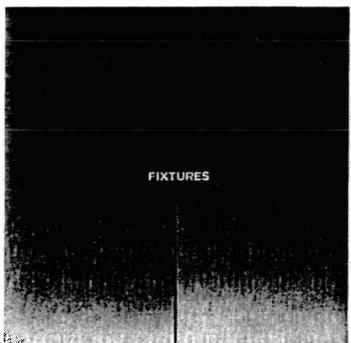
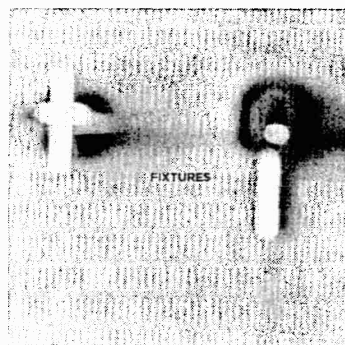
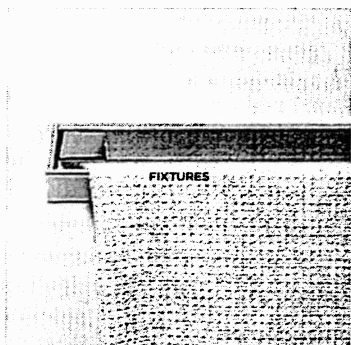
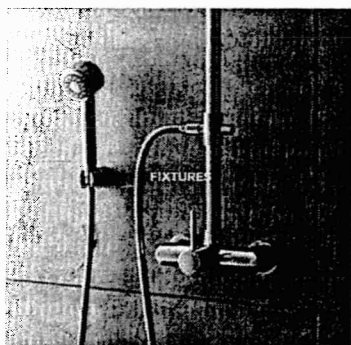
ARCHITECTURE BY ENRIQUE NORTEN AND CETRA RUDDY

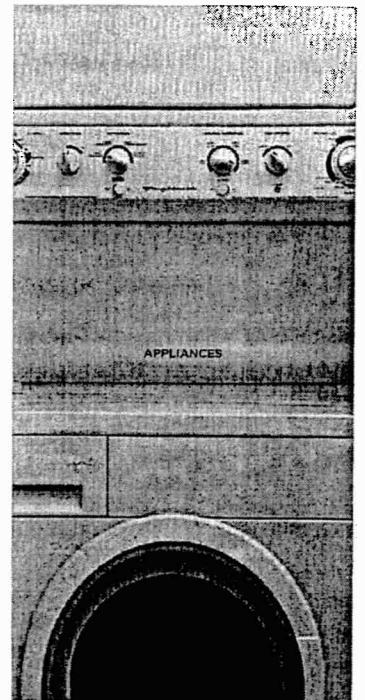
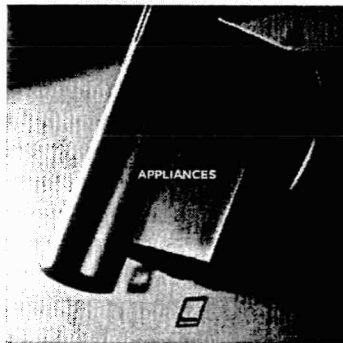
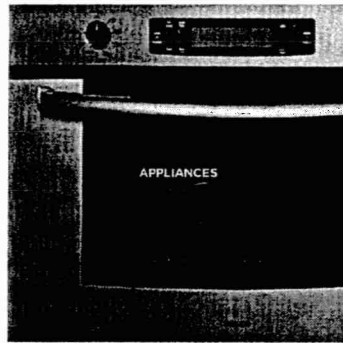
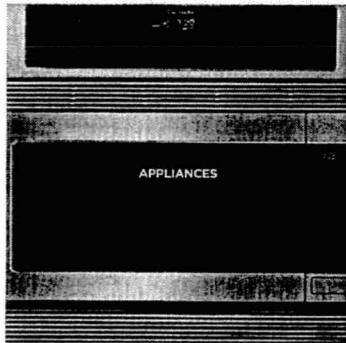
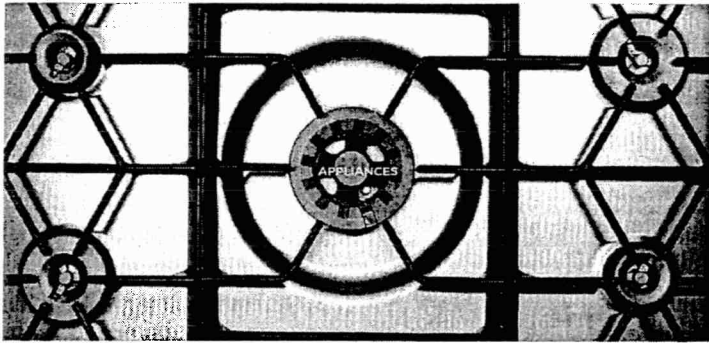
This should be something written by Enrique Norton—100 to 150 words. (The more we searched for a design solution, the more we became attached to this project (personal and emotional commitment). The unique collaborative nature of our design team and the involvement of a sophisticated client truly made this building more special than it could have been otherwise (about collaboration and recognizing the client). We are excited about this building and what it will do for the city of New York. And so on... tone should be natural and personal even if it contrasts with the tone of copy in the book, just a genuine statement about the PROCESS.

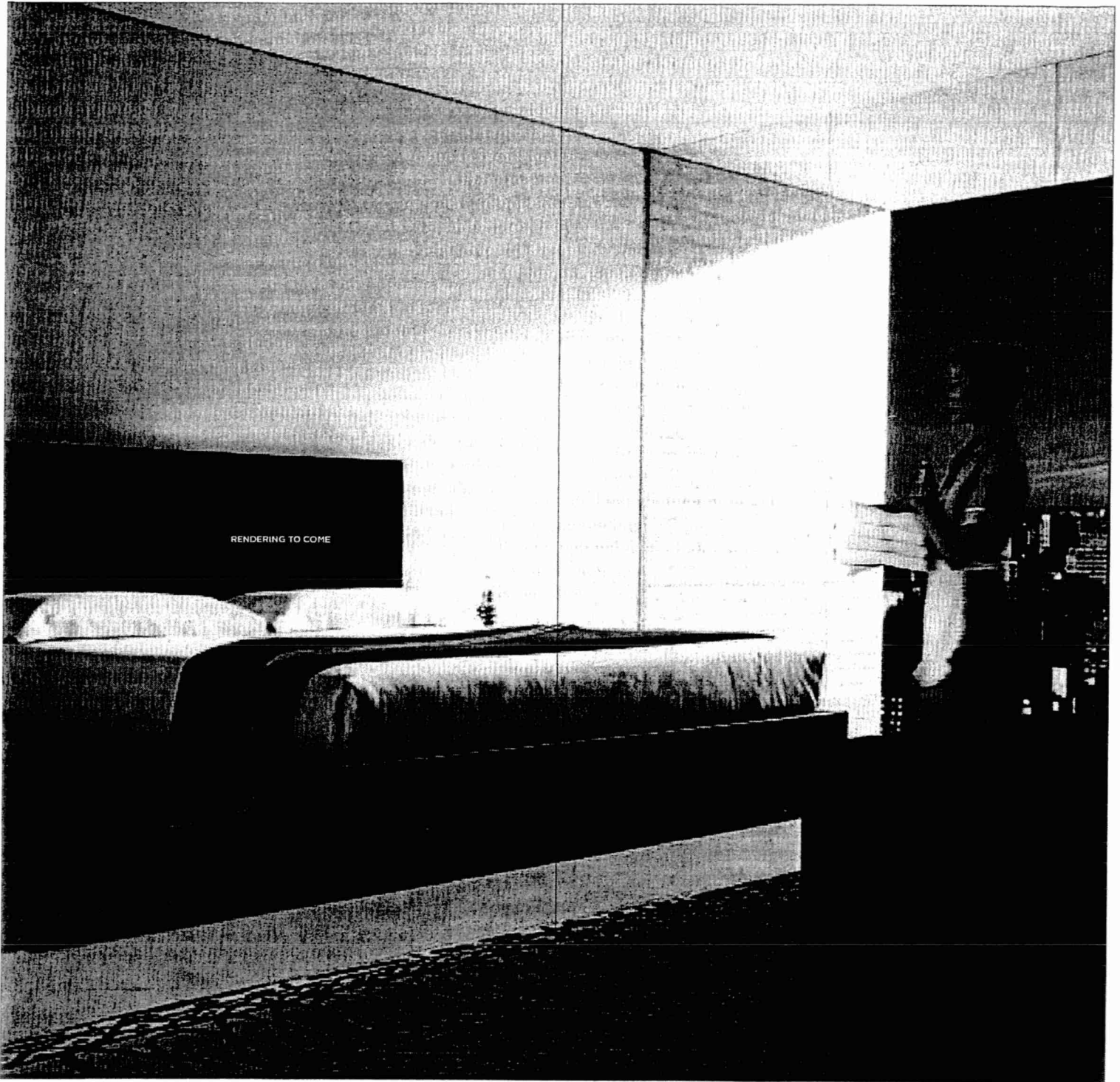
This should be something written by Nancy Ruddy—100 to 150 words, just like above but with more emphasis on design development and the interiors. Layouts, finishes, materials, challenges, anecdotes. Again, very natural and free flowing.



details



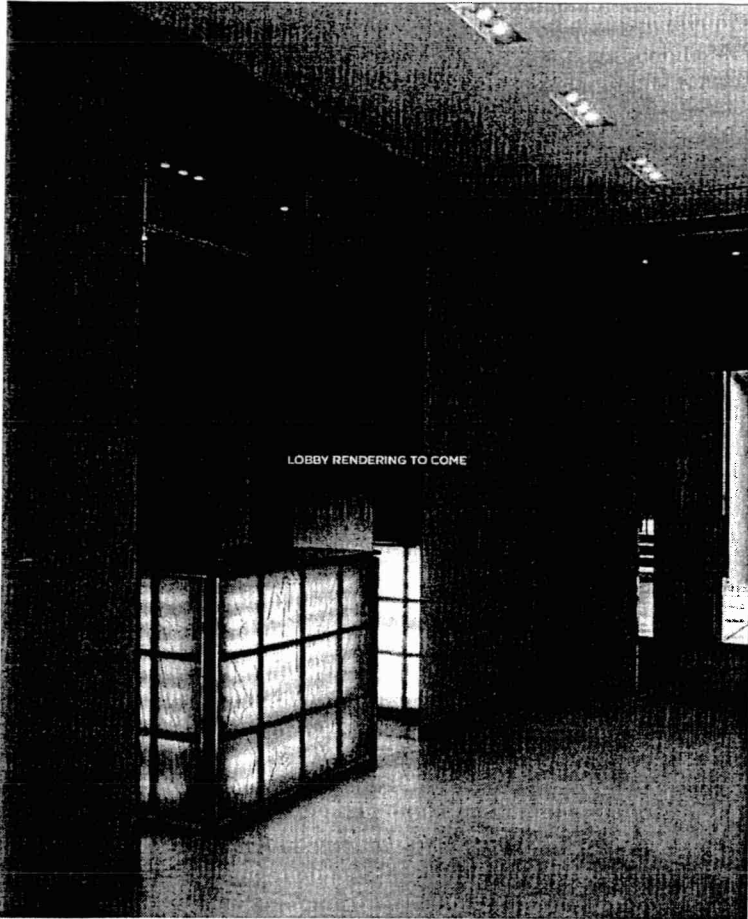




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entrée



LOBBY DETAIL

LOBBY DETAIL

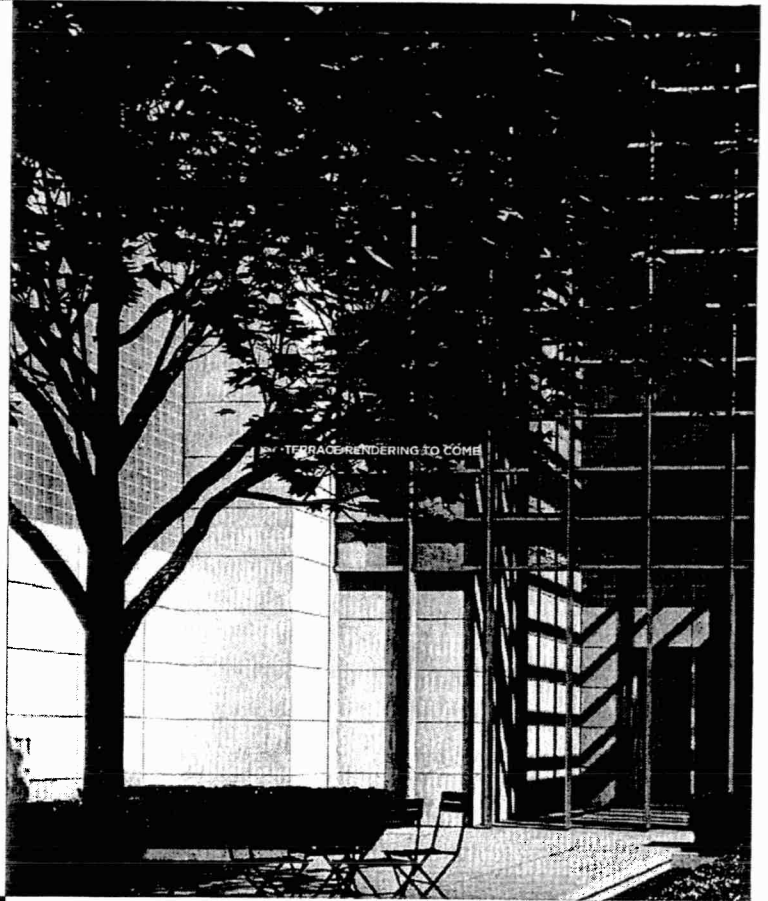
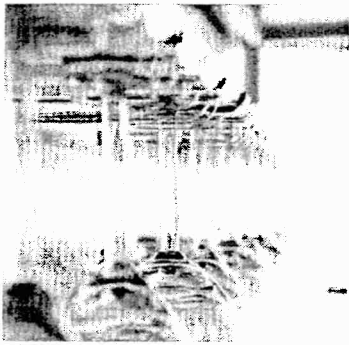
RESTUARANT RENDERING TO COME



Step into one of New York's finest hotels. This is your home. Sure to become one of New York's most desirable residential addresses, Cassa is the ideal urban home. Located just steps from the best of Midtown Manhattan, your well-conceived and thoughtfully designed home comes with a professional and caring staff, the finest hotel services and world-class amenities. Welcome home.



amenities



RELAXATION. ENJOYMENT. HEALTH AND HAPPINESS.
Dine in a world-class restaurant without leaving your home. Need
more amenities info...

services



IN THE TRADITION OF THE WORLD'S FINEST HOTELS

Our staff will provide a wide array of services that give you convenience and peace of mind, whether you're busy with work or enjoying the all that the city has to offer. You will discover a level of service in which every convenience and consideration have been provided for. Whether it's an overnight shoe shine or tickets to the theater, our staff will make your life easier and more enjoyable to live.

24 Hour Room Service

Complimentary Copy of The New York Times Delivered Daily

Packing and Unpacking Service

Same Day Laundry, Dry Cleaning and Pressing Services

Full Evening Housekeeping

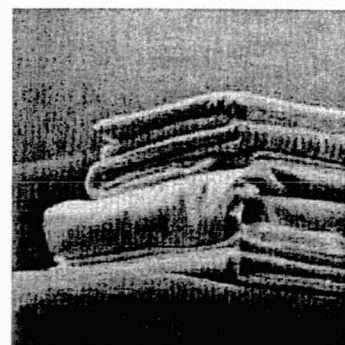
Overnight Hand-Polished Shoeshine Service

24 Hour Concierge Including Car Rentals, Courier Service, Secretarial, Business and Translation Services, and Foreign Currency Exchange

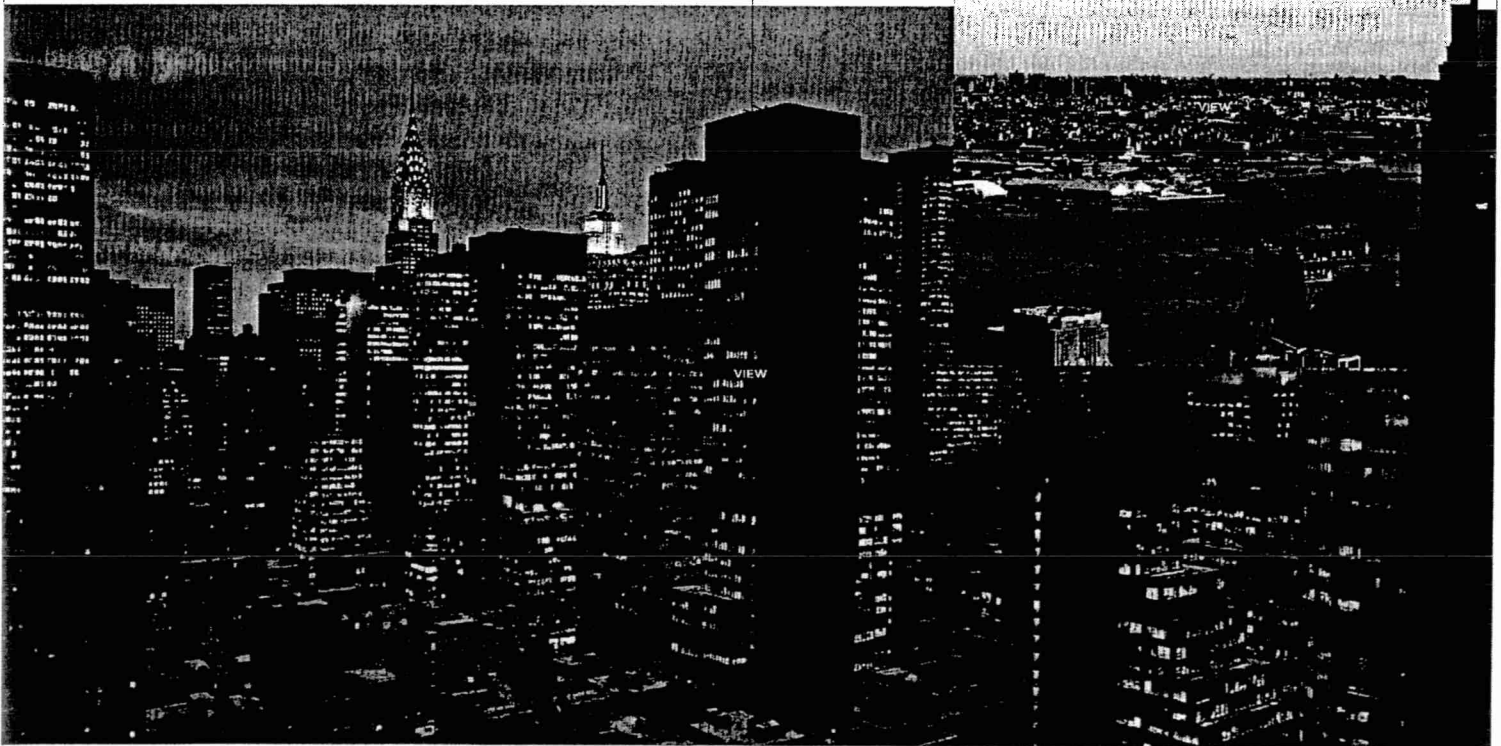
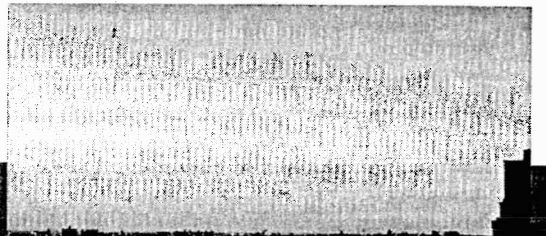
Private Trainers, Massage Therapists, In-Room Beauty Treatments, and Yoga and Pilates Sessions

Limousines and Chauffeur-Driven Car Service

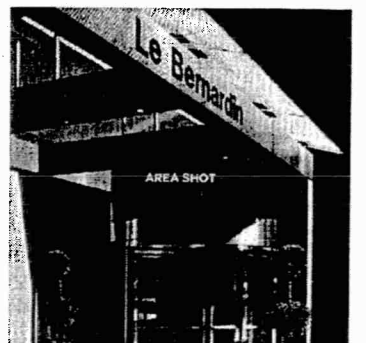
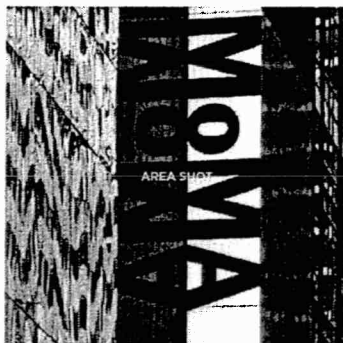
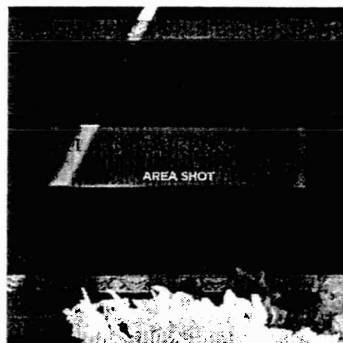
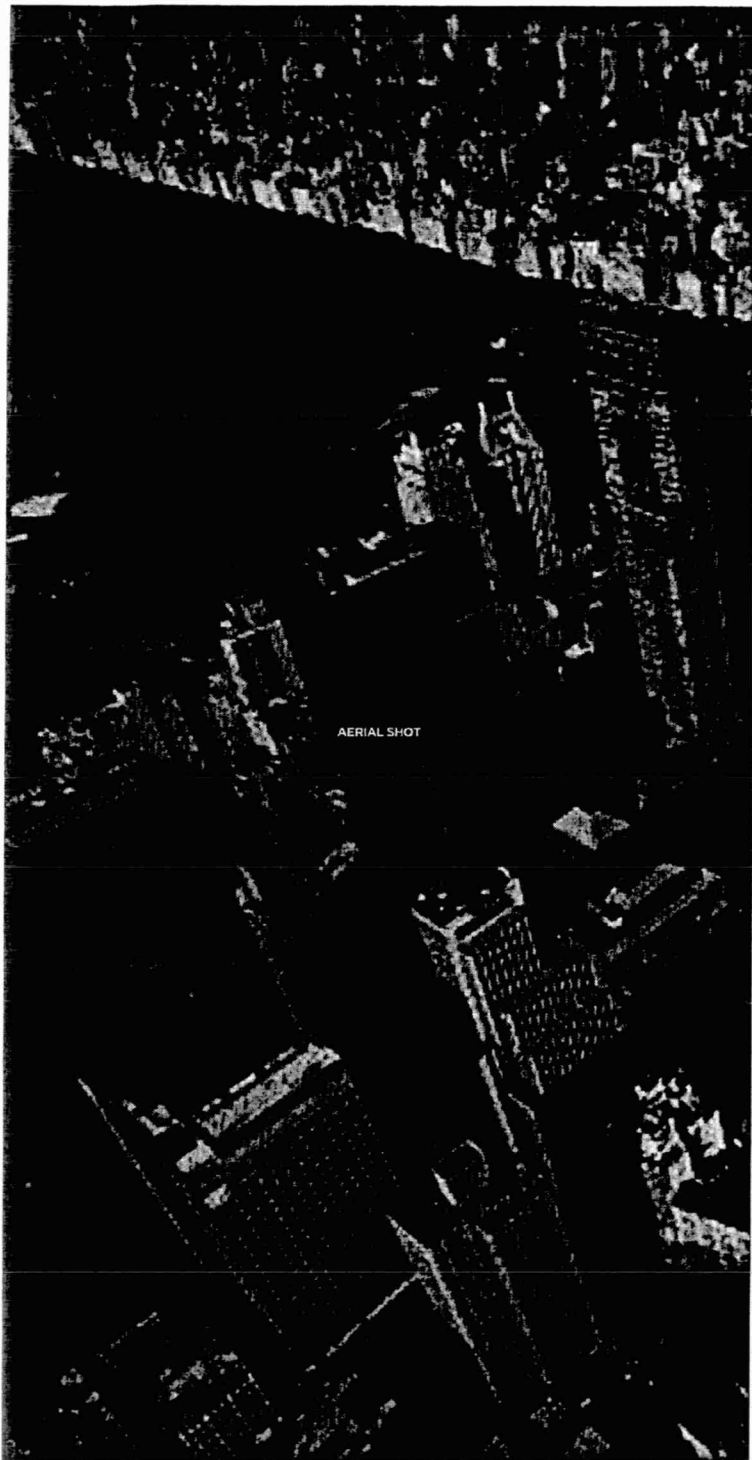
Valet Service



views



location

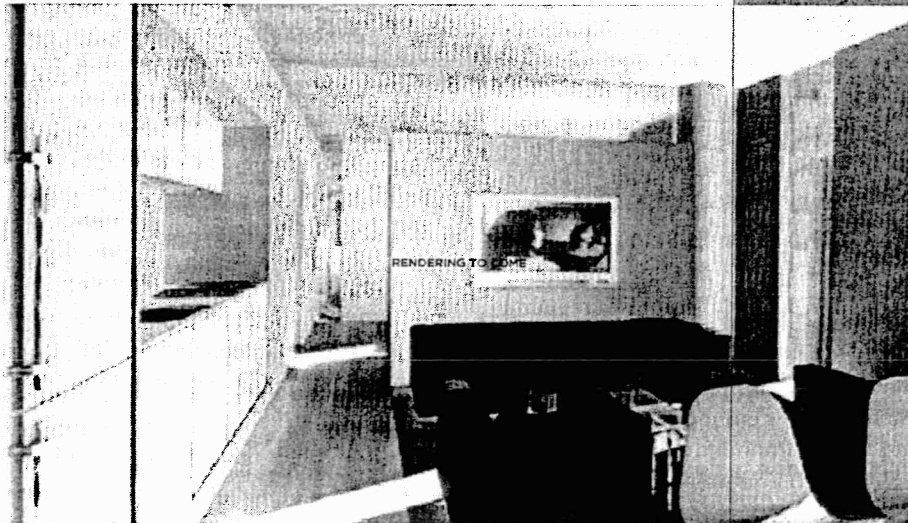
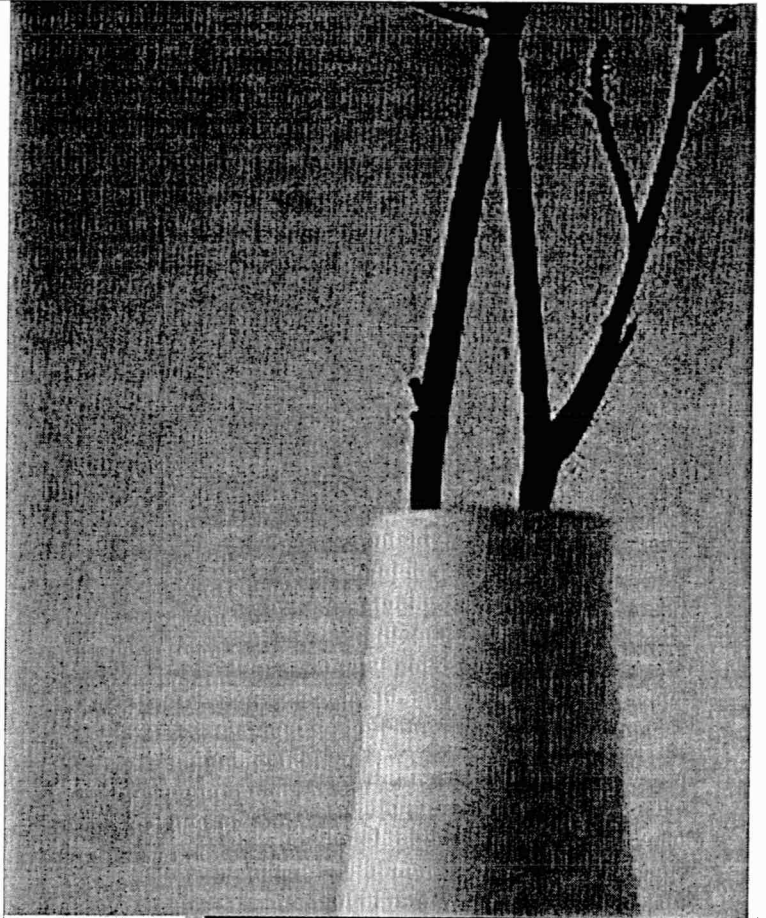


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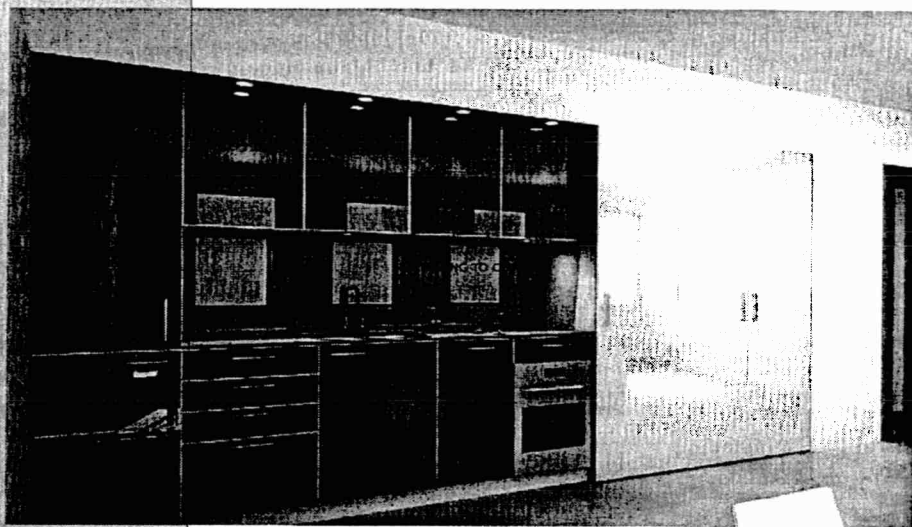
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condominium residences

living

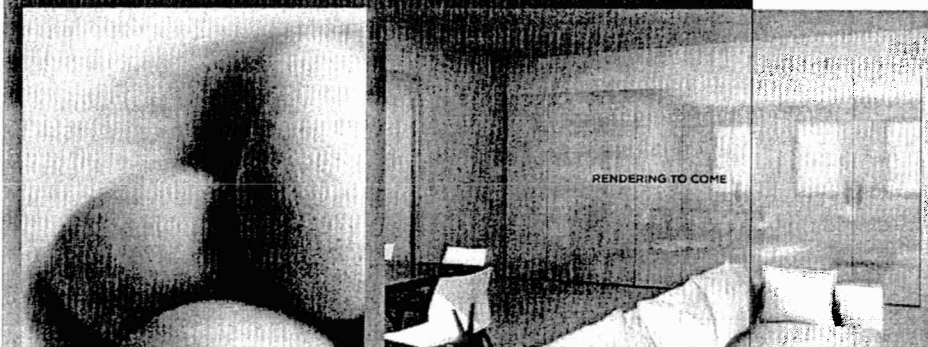
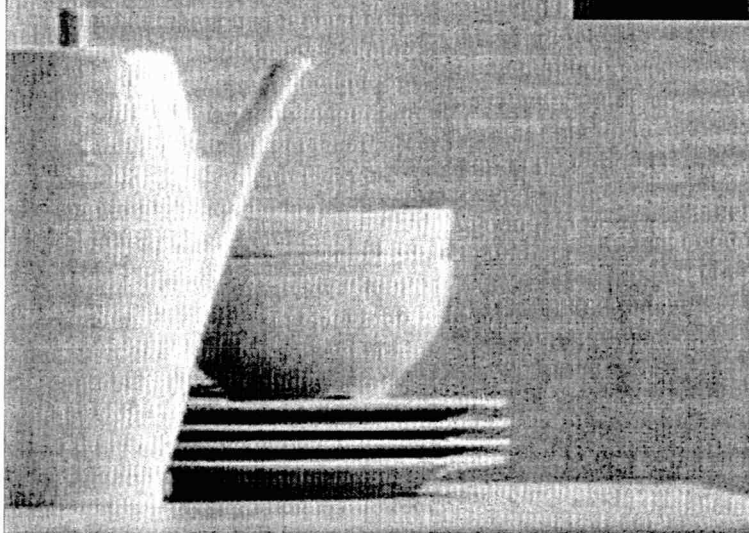


kitchen

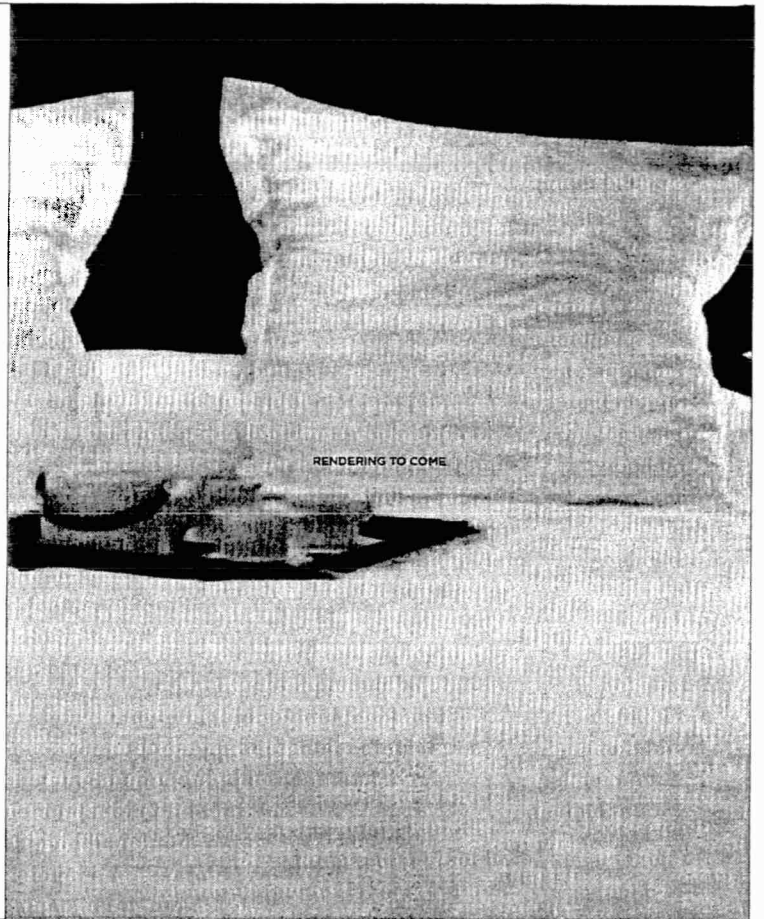


AN ENJOYABLE AND INTEGRATED EXPERIENCE

Appropriate to the changing way in which we live our lives, the kitchens at casa will change the way you think about dining with family and entertaining guests. Thoughtfully set back into the interior walls for easy access and usability, the kitchens are designed with an integrated movable wall system by _____ allowing you to hide the entire kitchen when it is not in use. Kitchens feature striking glass cabinetry by Alimilmo, rich Pietra Bedonia stone countertops and the highest quality coordinated appliances from both Miele and Liebherr.



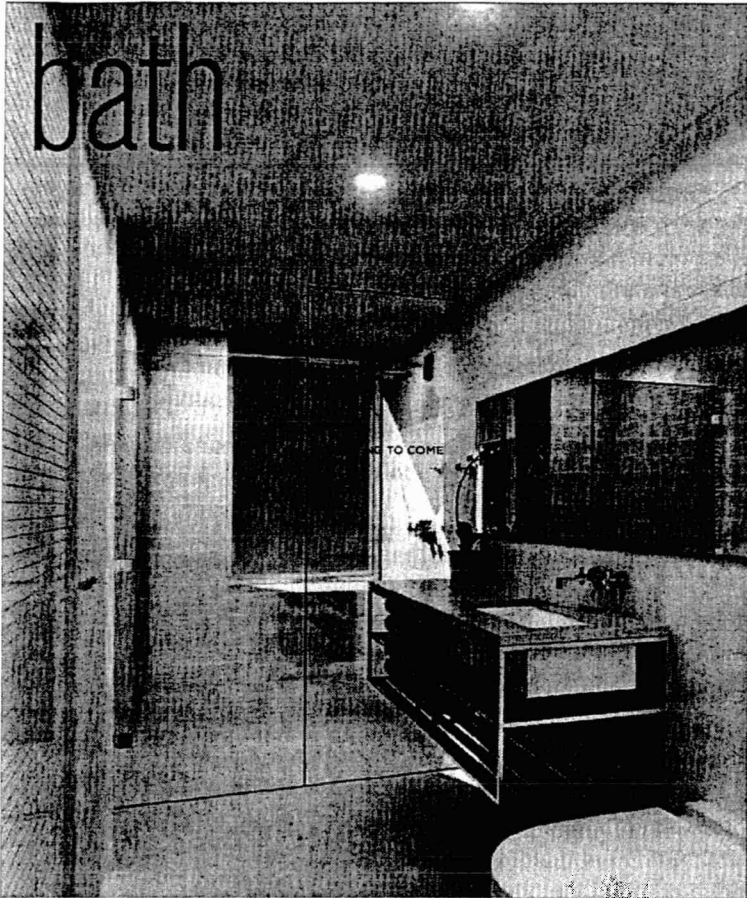
bedroom



A QUIET AND RELAXING CHANGE

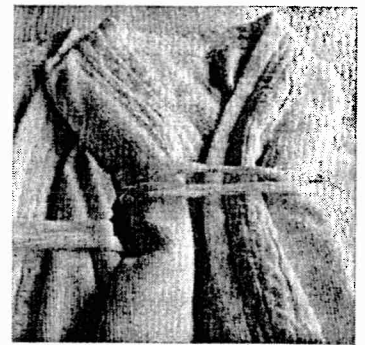
In the bedrooms there continues an unmistakable air of richness and quality. Every detail has been designed for aesthetic appeal and comfort. Solid wood doors and hardware are used throughout providing privacy. Remember linen service can be provided daily. (Need a little more info on the layouts.)





COMFORT, QUALITY AND CONVENIENCE

Escape to a spa-like experience in the luxurious baths designed with exquisite glacier glass walls, mosaic floors and Travertine marble vanities. Relax in the generous air tubs or refreshing glass-enclosed showers [?] Designed throughout with the finest Dorn Bracht fittings and trim, the truly unique baths provide a refreshing and invigorating environment. Need towel service? Just call.



BATH DETAIL



team

LOREM IPSUM DOLOR SIT AMET SEMPER ESSIT MUNDARE

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ASSA PROPERTIES

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TEN-ARQUITECTOS

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CETRA/RUDDY

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CONSTRUCTION

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THE MARKETING DIRECTORS

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**MARKETING AND EXCLUSIVE SALES AGENT
THE MARKETING DIRECTORS, INC.**

SALES CENTER
70 WEST 45 STREET
NEW YORK, NEW YORK 10019
212 123 4567 TEL
212 123 4568 FAX
INFO@CASSANYC.COM
WWW.CASSANYC.COM

SPONSOR
ASSA PROPERTIES
15 WEST 34TH STREET, FLOOR 7
NEW YORK, NY 10001

CASSA IS AN ASSA PROPERTIES, INC.
RESIDENTIAL DEVELOPMENT.

Artist renderings reflect the planned scale and design intent of the building and are subject to sponsor's right to make changes to material specifications and design. We reserve the right to make changes in accordance with the applicable offering plan.

The complete offering terms are in an Offering plan available from the Sponsor File No. CD05-066.

We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.

A NEW ICON IN THE HEART OF MANHATTAN

Blandit feugait, autem aliquam, autem feugait ipsum sit te facilis dui velit et. Feugiat nisi et veniam dui dolore. nulla commodo hendrent, amet in duresis luptatum ut veniamor commodo erat facilis facilis lose ee, facilis scurus tation augue autem luptatum. Et facilis nulla blandit ex illum velit

SERVICES AND AMENITIES

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24 Hour Room Service

Complimentary Copy of The New York Times
Delivered Daily

Packing and Unpacking Service

Same Day Laundry, Dry Cleaning and Pressing
Services

Full Evening Housekeeping

Overnight Hand-Polished Shoeshine Service

24 Hour Concierge Including Car Rentals, Courier
Service, Secretariat, Business and Translation
Services, and Foreign Currency Exchange

Private Trainers, Massage Therapists, In-Room
Beauty Treatments, and Yoga and Pilates Sessions

Limousines and Chauffeur-Driven Car Service

Valet Service

YOUR HOME

Ceiling heights
Windows and views
Flooring
Washer/dryer
Internet access and cable television
Multimedia outlets provided for ease of furnishing

KITCHEN

Appliances
Cabinetry
Countertop and backsplash
Sink and faucet

MASTER BATH

Bath
Vanity
Sink and countertop
Tub
Faucets and fixtures

SECONDARY BATHS

Floors, walls and countertop
Vanity
Faucet
Shower

POWDER ROOM

Floor
Vanity and countertop



Residence C
Floors 33-36

1 Bedroom
1 Bath

MARKETING AND EXCLUSIVE SALES AGENT:
THE MARKETING DIRECTORS, INC.

CASSA SALES OFFICE
123 Any Street
New York, New York
12345 6789

212 123 4567 Telephone
212 123 4568 Telefax
www.hotelcassa.com
info@hotelcassa.com

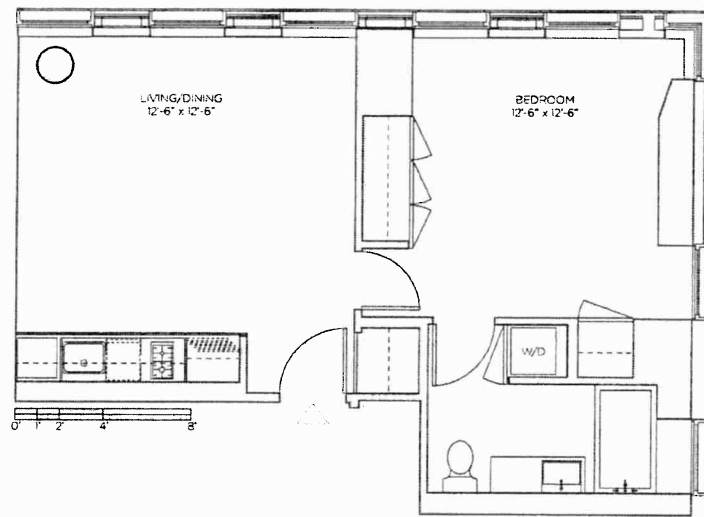


Cassa is an Assa Properties residential development.

The unit layout, square footage and dimensions are estimates and subject to normal construction variances and tolerances. We reserve the right to make changes in construction without notice and without liability.

Sponsor: Assa Properties Associates, the corporate seller, terms and conditions apply as set forth in the prospectus for the Cassa NY project. We are obligated to the seller and controlled by the seller for the achievement of legal requirements throughout the project, the marketing and a portion of the marketing and advertising program. If there are any terms, conditions or restrictions on the sale of the project, they will be set forth in the prospectus and the marketing program.

HOTEL AND CONDOMINIUMS
SEVENTY WEST FORTY FIFTH

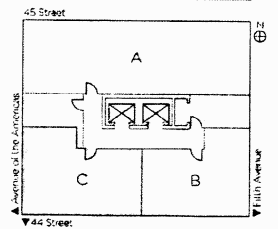


cassa^{NY}

HOTEL AND CONDOMINIUMS
SEVENTY WEST FORTY FIFTH

Residence C
Floors 33-36

1 Bedroom
1 Bath



70 West 45 Street
Asa Properties
Stationery Concept
22 March 2007

Graham Hansen Design
60 Madison Avenue, Floor 11
New York, New York 10010
212 461 2858 telephone



Cassa Sales Office
1234 Any Street
New York, New York
12345 6789
212 123 4567 Telephone
212 123 4567 Fax
www.cassanycorp.com
info@cassanycorp.com

HOTEL AND CONVENTION
SEVENTY WEST FORTY FIFTH



Cassa Sales Office
1234 Any Street
New York, New York
12345 6789

HOTEL AND CONVENTION
SEVENTY WEST FORTY FIFTH

Company
Attn: Firstname Lastname
123 Any Street, Floor 12
New York, New York 12345



HOTEL AND CONVENTION
SEVENTY WEST FORTY FIFTH



Cassa Sales Office
1234 Any Street
New York, New York
12345 6789
212 123 4567 Telephone
212 123 4567 Fax
www.cassanycorp.com
info@cassanycorp.com

HOTEL AND CONVENTION
SEVENTY WEST FORTY FIFTH

Firstname Lastname
Title

Cassa Sales Office
1234 Any Street
New York, New York
12345 6789
212 123 4567 Telephone
212 123 4567 Fax
www.cassanycorp.com
info@cassanycorp.com

EXHIBIT 33

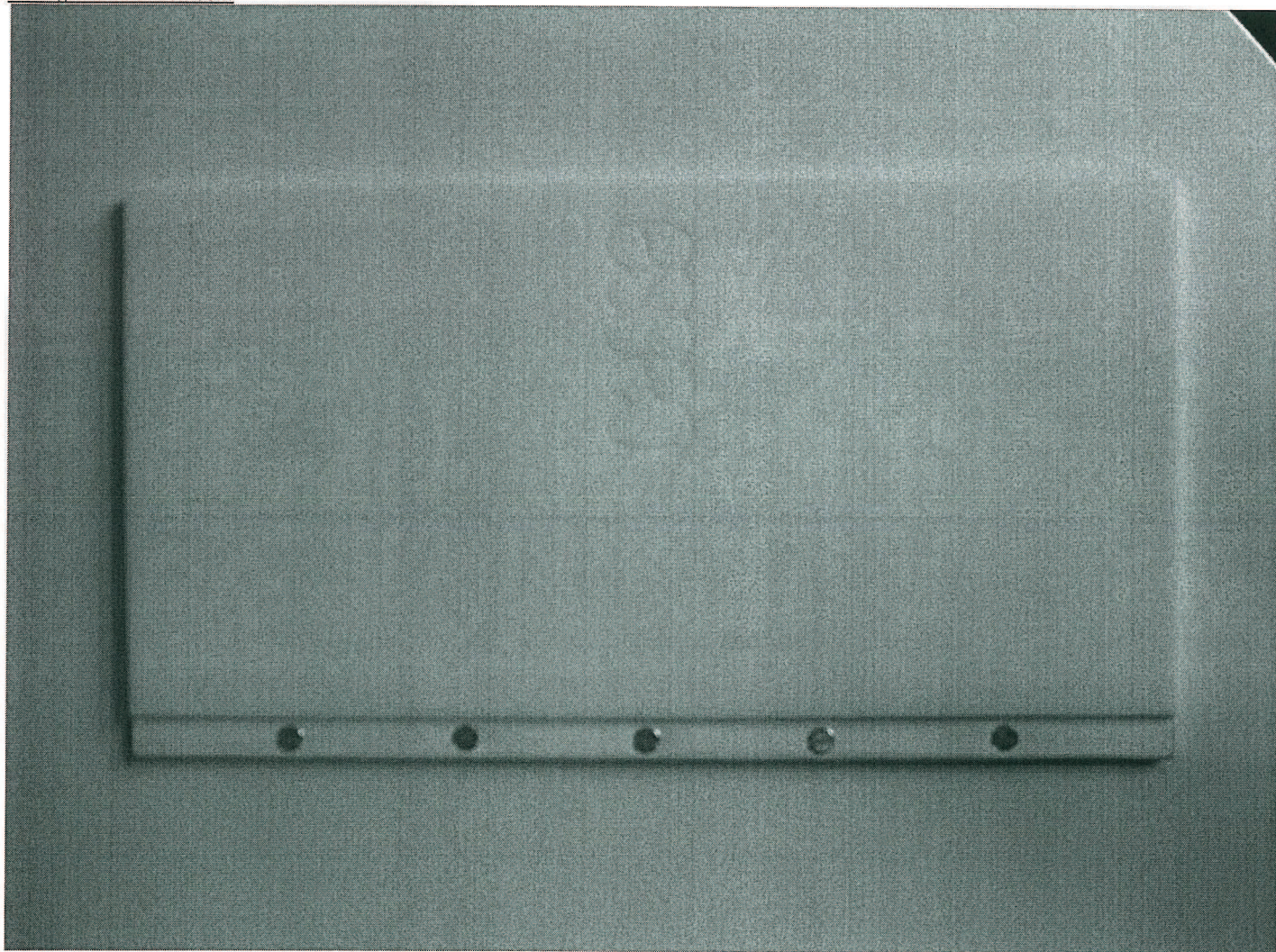
From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Cassa book photos**
Date: November 5, 2008 1:42:26 PM EST
To: Jeremy Carroll <jcarroll@imagineps.com>

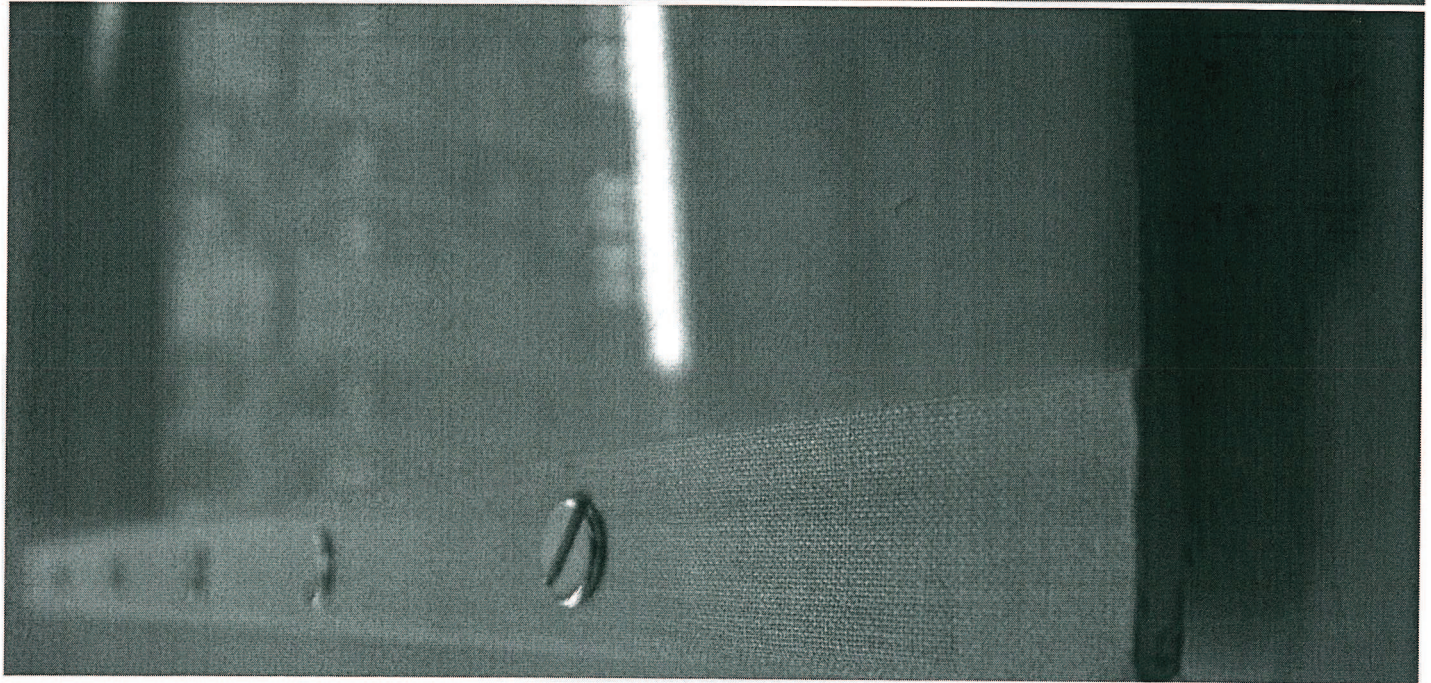
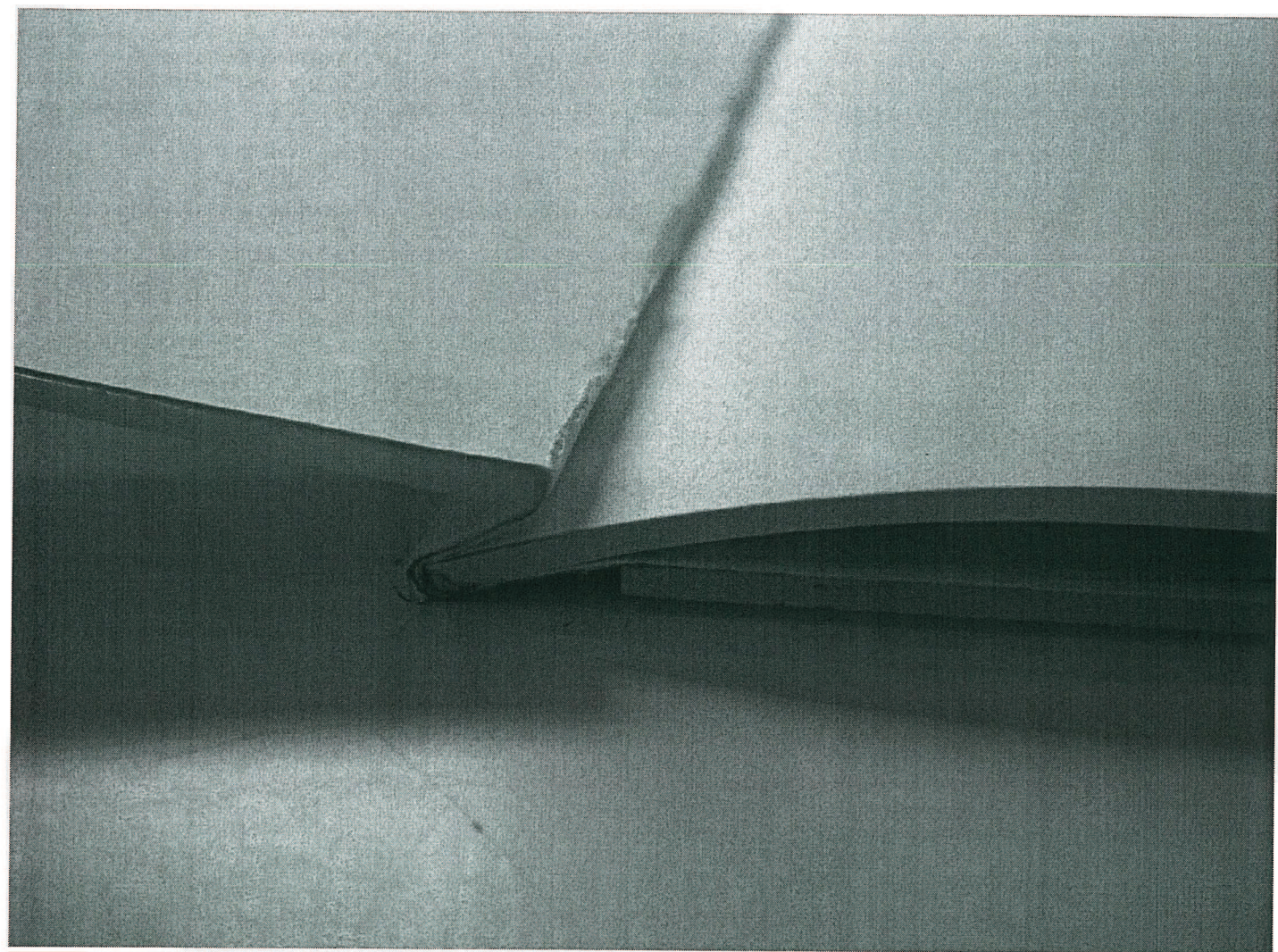
d

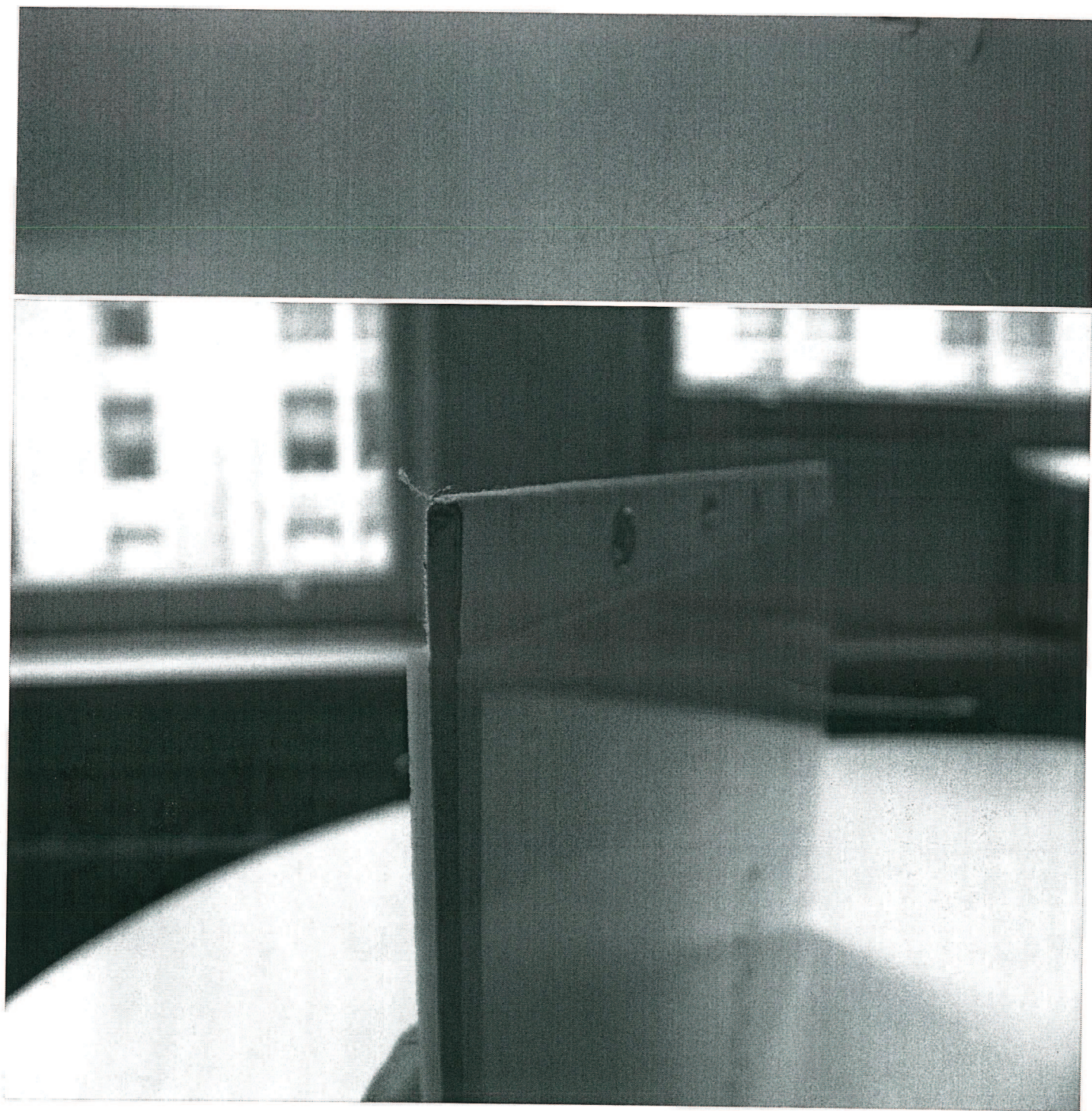
► 4 Attachments, 1.1 MB

please excuse the blurriness in some...

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com







PTF000431

AR0136

EXHIBIT 34

cassa^{NY}

70 WEST FORTY FIFTH STREET
UNIVERSALLY COSMOPOLITAN

iconic

AN ARCHITECTURAL ICON IN THE HEART OF MANHATTAN

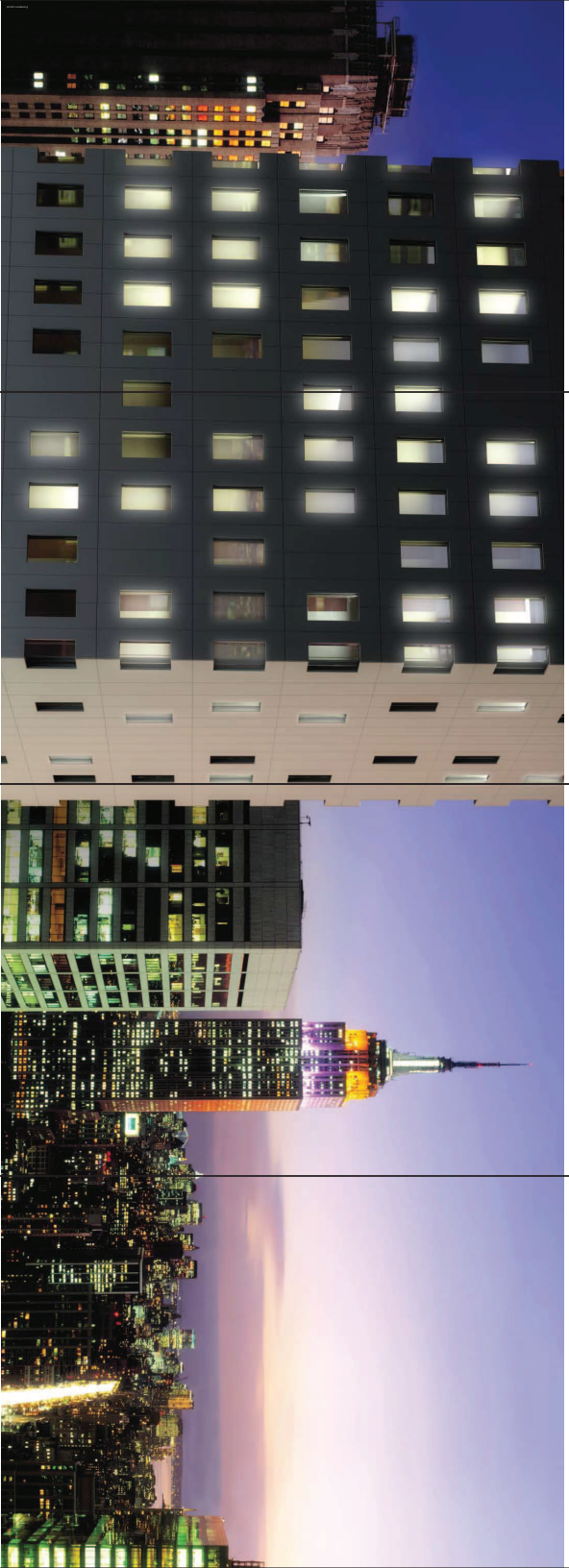
Created by one of the most influential and respected contemporary architectural firms, TEN Arquitectos/ Enrique Norten, in collaboration with Cetra Ruddy, a prestigious architecture and interior design firm, Cassa will take its place as a recognizable part of the dynamic skyline of New York City.

Featuring elegant proportions and dramatically articulated windows, Cassa's striking exterior both complements and contrasts with the surrounding cityscape. A refreshing addition to the architectural and social fabric of New York City, Cassa will provide a rewarding quality of life for those who will call it home.





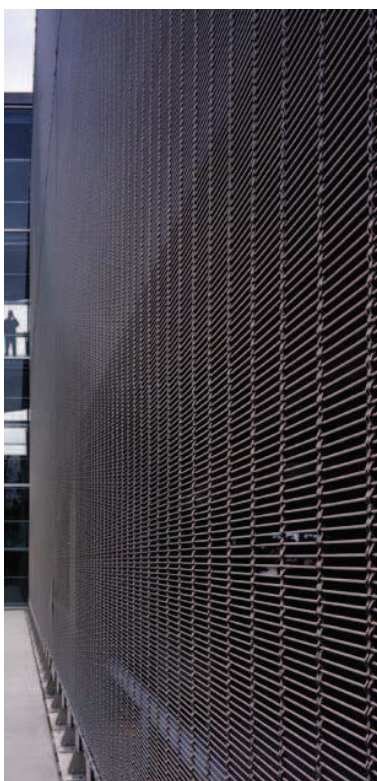
Artistic rendering



design



1



2

DESIGN STATEMENT

TEN Arquitectos/Enrique Norton

The tower will strike a prominent profile in the Manhattan skyline, distinguishing itself from the conventional glass and stone edifices surrounding it. Its delicate proportion is unique among its stout neighbors as a result of the constricted site where it sits and its slender floor plates. The resulting form creates an obelisk marking its location among the chorus of the midtown skyline.

The tower's windows and their punctured rhythm become the façade's only ornaments as they are brought to life by the guests and inhabitants that dwell inside. It is their activity that makes the building glow as it registers itself on the tower's skin.

The challenge was to combine the very private functions of the luxury residences with the public functions of the boutique hotel, restaurant and lounge, allowing them to co-exist while functioning independently. The result is a sequence of fluid spaces that converge at the lobby, merging interior and exterior, intimate and urban.

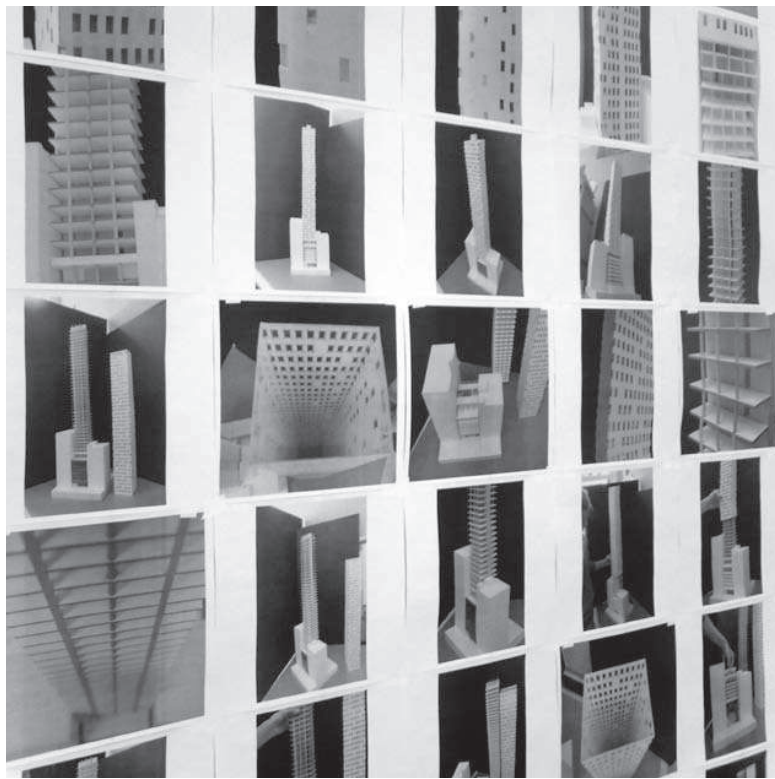
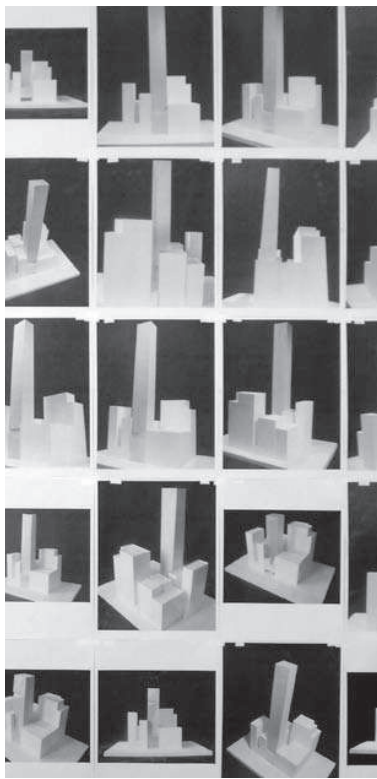
CetraRuddy

The interior public spaces were designed to welcome and inspire. Soaring fine-tuned volumes accented by luxurious materials and the finest artwork and sculptural furniture elements greet you as you enter the building. The lush garden is a private oasis within midtown Manhattan and is a focal point of the experience of the hotel and residences.

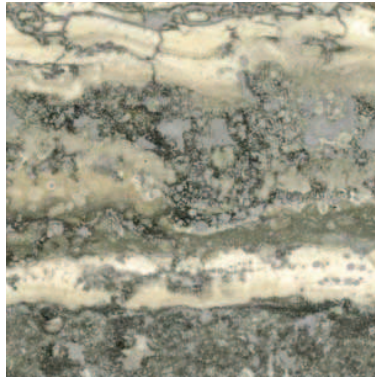
Within the vocabulary of the modernism of the building, the finest wood, stone, glass, lacquer and leather finishes from around the world were selected to create the most refined living experience. Diverse tactile finishes of crystalline and hand-chiseled materials create a symphony of experiences.

The interior design and planning of the hotel and residences create refined spaces that accentuate the unique plan of the building. Creating a unified design statement for the building's exterior and interior, light and reflective materials were selected for the interior to create light-filled environments. A refined palette of pale wood, limestone and glistening stainless steel create a carefully crafted interior.

process



details



Miele stainless steel cooktop



Miele stainless steel speed oven



Liebherr refrigerator and freezer

Miele integrated panel dishwasher



lobby

WELCOME HOME

Step into your home, one of New York's finest hotels. Sure to become one of New York City's most desirable residential addresses, Cassa is the ideal urban home. Located just steps from the best of midtown, your well-conceived and thoughtfully-designed home comes with a professional and caring staff, premium hotel services and world-class amenities.





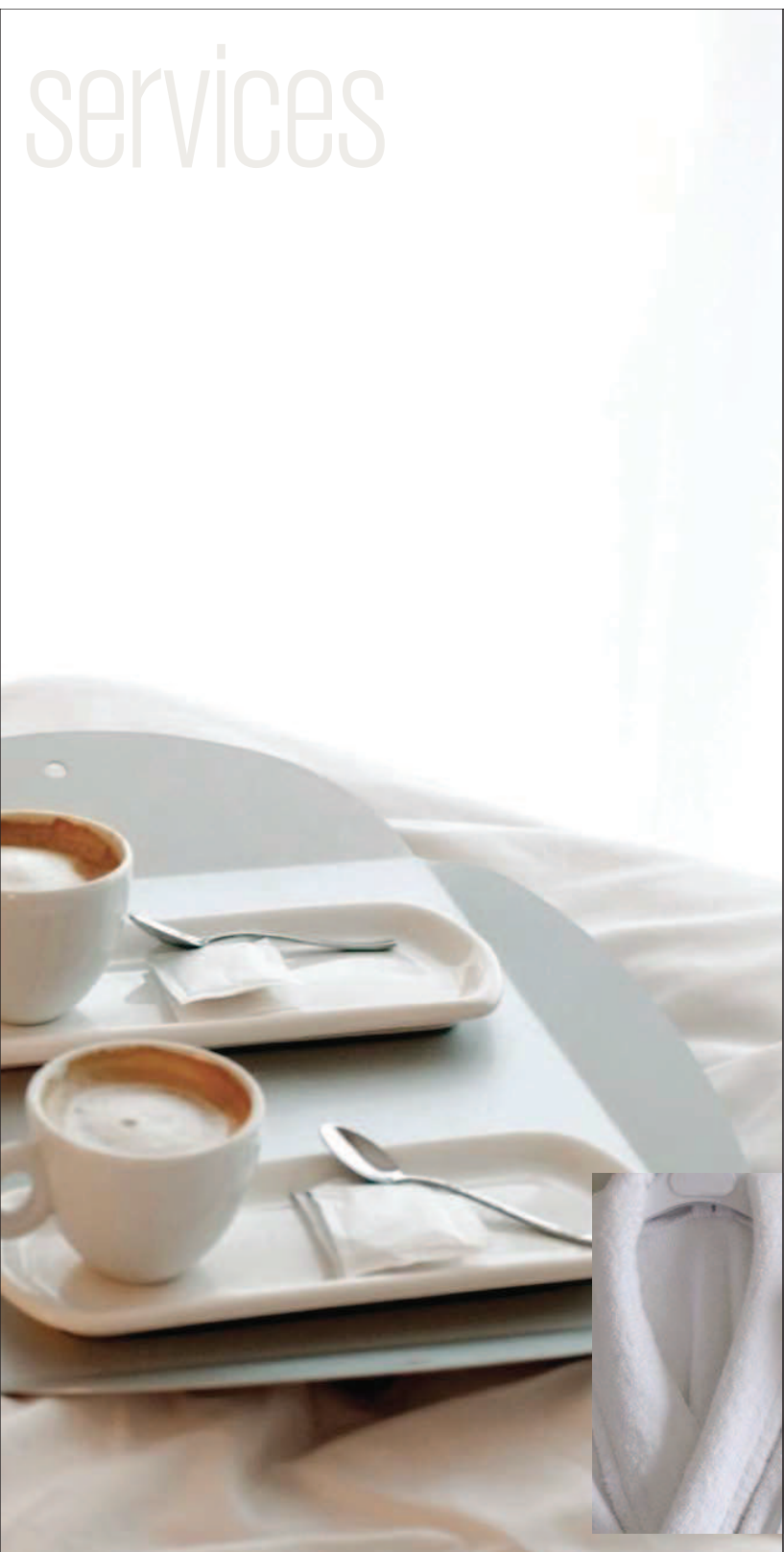
RELAXATION. ENJOYMENT. HEALTH AND HAPPINESS.

Dine in a world-class restaurant without leaving your home. Enjoy evening cocktails outdoors with friends in the Courtyard or on the 8th floor Lounge & Terrace. The exceptional amenities at Cassa will provide you with an environment to socialize, entertain, exercise or simply relax.



Garden Courtyard





services

IN THE TRADITION OF THE WORLD'S FINEST HOTELS

Your staff will provide a wide array of services that give you convenience and piece of mind, while you're busy with work or enjoying all that the city has to offer. You will experience a level of service with every convenience and consideration, whether it's a private dinner party in your home or tickets to the theater.

A la carte services include:

24-hour room service

Dry cleaning and laundry services

Full housekeeping and turn down services

24-hour concierge, including travel arrangements, local and international postage, and in-room message services

Child and pet care services

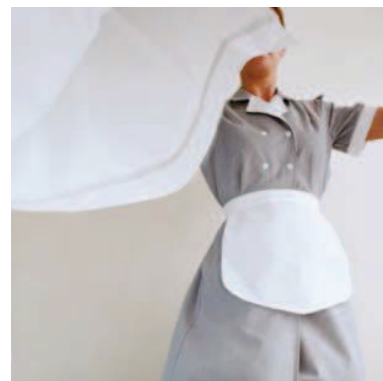
Daily fresh flower deliveries

Limousine service

Valet service

Storage for residents

Overnight hand-polished shoeshine service



views





location

A RARE AND DESIRABLE OPPORTUNITY

Just steps from your front door are some of the world's most remarkable landmarks, renowned restaurants, fashionable shops and boutiques, and cultural opportunities. From world-class Broadway theater and four star dining to some of Manhattan's most popular landmark destinations, such as Rockefeller Center, Fifth Avenue and Times Square, you can participate in the world's most dynamic city at your own pace.

MUSEUMS/ATTRACTIONS

- 1 International Center for Photography
- 2 Radio City Music Hall
- 3 St. Patrick's Cathedral
- 4 American Folk Art Museum
- 5 Museum of Modern Art
- 6 Trump Tower
- 7 Carnegie Hall

SHOPPING

- 1 HBO Shop
- 2 Thomas Pink
- 3 Ann Taylor
- 4 Best Buy
- 5 Fossil
- 6 Brooks Brothers
- 7 Paul Stuart
- 8 Barnes & Noble
- 9 Sephora
- 10 American Girl
- 11 Lacoste
- 12 Ann Taylor
- 13 Saks Fifth Avenue
- 14 Jimmy Choo
- 15 Versace
- 16 Cartier
- 17 Salvatore Ferragamo
- 18 Tournau
- 19 Ermengildo Zegna
- 20 Fendi
- 21 Thomas Pink
- 22 TUMI
- 23 Davidoff
- 24 Dunhill
- 25 Takashimaya
- 26 Manolo Blahnik
- 27 Henri Bendel
- 28 Harry Winston
- 29 Sony Style
- 30 Mont Blanc
- 31 Gucci
- 32 Prada
- 33 Tiffany & Co.
- 34 Louis Vuitton
- 35 Burberry
- 36 Chanel
- 37 Christian Dior
- 38 Bergdorf Goodman
- 39 FAO Schwarz
- 40 Apple

RESTAURANTS

- 1 Sushi Zen
- 2 db Bistro Moderne
- 3 Triomphe
- 4 Shaan
- 5 Gaby Brasserie Francaise
- 6 Re Sette
- 7 Morton's The Steakhouse
- 8 Le Marais
- 9 Bond 45
- 10 Blue Fin
- 11 AJ Maxwell's Steakhouse
- 12 Del Frisco's
- 13 City Lobster
- 14 Sea Grill
- 15 Gilt
- 16 Le Bernardin
- 17 Bar Americain
- 18 21 Club
- 19 La Grenouille
- 20 The Modern
- 21 Gordon Ramsay at The London
- 22 Adour
- 23 Milos Estiatorio
- 24 Town
- 25 Russian Tea Room
- 26 Nobu 57
- 27 Harry Cipriani

HOTELS

- 1 Royalton
- 2 The New York Palace
- 3 The Peninsula
- 4 St. Regis
- 5 The Plaza
- 6 The Ritz-Carlton

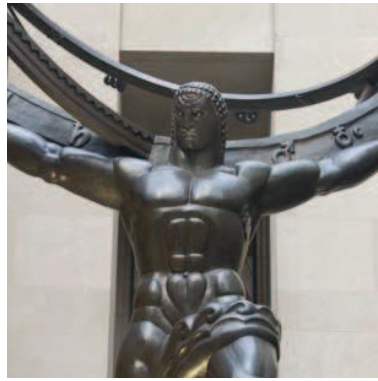
SERVICES

- 1 Chase
- 2 Wachovia
- 3 Jean Claude Biguine
- 4 Redken Fifth Avenue
- 5 Cornelia Day Resort
- 6 Elizabeth Arden Red Door Spa

OFFICES

- 1 Bank of Americas Headquarters
- 2 Conde Nast World Headquarters
- 3 Paramount Building
- 4 Viacom Building & MTV
- 5 Wall Street Journal
- 6 Bertelsmann World Headquarters
- 7 Morgan Stanley Headquarters
- 8 Simon & Schuster
- 9 McGraw Hill Building
- 10 Time Life Building
- 11 UBS Paine Webber
- 12 Credit Lyonnais





living

A REVOLUTIONARY HOME IN THE MODERN STYLE

With soaring views of the Manhattan cityscape, the homes at Cassa capture the essence of urban living. Open living areas, the highest quality materials and finishes, and the newest technologies result in a highly adaptable and functional space that will fit perfectly with your modern lifestyle.



kitchen



AN ENJOYABLE AND INTEGRATED EXPERIENCE

The kitchens at Cassa will change the way you think about dining with family and entertaining guests. Elegantly designed to complement your contemporary lifestyle, the kitchens feature white lacquer cabinetry, rich Pietra Bedonia stone countertops and the highest quality coordinated appliances from Miele, Liebherr and Wolf.

bath



COMFORT, QUALITY AND CONVENIENCE

The luxurious baths feature exquisite glacier glass walls, limestone floors, Linea Travertine marble vanities and the finest fittings and trim. Rejuvenate in the spacious glass-enclosed showers. Need towel service? Just call.

team

ASSA PROPERTIES

Founded by Solly and Isaac Assa, Assa Properties has been developing and investing in major residential, retail and commercial properties since 2000. The firm has acquired over three million square feet of premier assets located throughout the United States and Mexico. Starting in 2002, Assa Properties began acquiring assets within the New York City area, namely 743 Fifth Avenue, 2 Herald Square and 6 Times Square — originally the Knickerbocker Hotel built by John Jacob Astor — with an eye towards building luxury retail and hotel experiences in some of New York City's most distinctive neighborhoods. They have since evolved their original vision with two new developments, Cassa and Galerie, which will serve as full-service, luxury hotels as well as offer premium hotel services to its condominium residents.

TEN ARQUITECTOS/ENRIQUE NORTEN

TEN Arquitectos, which Enrique Norten founded in 1986, maintains offices in New York and Mexico City. The firm has worked on a diverse array of award-winning and acclaimed architectural projects of diverse types and scales including furniture design, single-family apartments and houses, residential, commercial and cultural buildings, parks, and urban design and redevelopment projects.

Current projects include the Guggenheim Museum Guadalajara (Guadalajara, Jalisco, Mexico); Brisas W (Acapulco, Guerrero, Mexico); Orange County Great Park (Orange County, CA); and a new vision for Rutgers University's College Avenue Campus (New Brunswick, NJ). Amongst TEN Arquitectos' most recognized projects are 1 York Tribeca Residential Building (New York, NY); the National School of Theater at the National Center of the Arts, Mexico City; Televisa Mixed Use Building, Mexico City (1st Prize "Mies Van Der Rohe Pavilion" of Latin American Architecture, Barcelona, Spain, 1998); Orange County Great Park (2009 AIA Regional & Urban Design Award); and Hotel HABITA, Mexico City ("Latin American Building of the Year" World Architecture Awards / RIBA, London 2002; Business Week / Architectural Record Awards and AIA NY Chapter Award 2003).

CETRA/RUDDY

Founding principals John Cetra and Nancy J. Ruddy have been providing quality projects in architecture, planning, interior design and product design for more than 20 years. Leading a team of over 75 highly accomplished professionals, the firm develops highly crafted, technically excellent projects that have won CetraRuddy its award-winning reputation. CetraRuddy's sophisticated problem-solving capabilities are integral to the design of diverse project types that include hospitality, residential, cultural/educational, investment commercial, commercial interiors and wildlife habitats.

Recent hotel and hotel/residences include the Aloft Starwood Hotel in New York, Ark55 Hotel in midtown Manhattan, One Charlotte in Charlotte, NC, and Choice Marina Resort in Cochin, India. Other prestigious projects include One Madison Park, the Barbizon, the Stanhope, Orion, 141 Fifth Avenue, Tiger Mountain and the Butterfly House at the Bronx Zoo, and various projects for prestigious universities such as Columbia University, New York University and Cornell-Weill Medical Center.

THE MARKETING DIRECTORS, INC.

The Marketing Directors, Inc. has been the leading marketer and exclusive sales agent for residential property since 1980, having sold in excess of \$14 billion of real estate. The sales and marketing efforts of The Marketing Directors have been nationally recognized by industry associations and have won over 20 Silver and Gold IRM awards for excellence including Best Marketed Project of the Year.

**Marketing and Exclusive Sales Agent
The Marketing Directors, Inc.**

Cassa Sales Showroom
1140 Avenue of the Americas, Floor 2
New York, New York 10036
212 398 4545 Tel
212 398 4541 Fax
info@cassanyc.com
www.cassanyc.com

Cassa is an Assa Properties residential development.

Sponsor: Waterscape LLC 15 West 34 Street, Fl 7 New York,
NY 10001. The complete offering terms are in an Offering
plan available from the Sponsor. File No. CD080121.

Artist renderings reflect the planned scale and design
intent of the building and are subject to sponsor's right
to make changes to material specifications and design.
We reserve the right to make changes in accordance
with the applicable offering plan. Views shown are
approximate and will vary depending on unit and floor.

We are pledged to the letter and spirit of US policy
for the achievement of equal housing opportunity
throughout the nation. We encourage and support an
affirmative advertising and marketing program in which
there are no barriers to obtaining housing because
of race, color, religion, sex, handicap, familial status
or national origin.

Design: Graham Hanson Design LLC

EXHIBIT 35

From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Re: Cassa landing page**
Date: December 19, 2008 11:18:14 AM EST
To: Dorothy Lin <dl@grahamhanson.com>
Cc: Graham Hanson <jgh@grahamhanson.com>, "Solly@assaproperties.com Assa" <solly@assaproperties.com>, Robert Lebensfeld <robert.lebensfeld@assaproperties.com>, Bill Harvey <bill.harvey@assaproperties.com>, Monica Klingenberg <M.Klingenberg@tmdne.com>, Andrea Mignone <A.Mignone@tmdre.com>, Paris Forino <forinop@cetraruddy.com>, Hale Everets <h.everets@ten-arquitectos.com>
1 Attachment, 286 KB

d

Please disregard previous version -- see attached with disclaimer

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com

On Dec 19, 2008, at 11:16 AM, Dorothy Lin wrote:

Hi all,

Attached please find the revised landing page.

Thanks,
Dorothy

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com
<70W45_Landing_Page_v2.pdf>



[70W45_Land....pdf \(286 KB\)](#)





PTF000594

AR0209



WORLD CONDOMINIUM RESIDENCES WITH HOTEL SERVICES | COMING WINTER 2009

cassa^{NY}

EARLY REGISTRATION
PROGRAM

70 WEST FORTY FIFTH STREET
UNIVERSALLY COSMOPOLITAN

DEVELOPER ASSA PROPERTIES / **EXCLUSIVE MARKETING & SALES AGENT** THE MARKETING DIRECTORS, INC.



Sponsor: Waterscape, LLC, 15 West 34 Street. This advertisement is not an offering. No offering can be made until an offering plan is filed with the Office of the Attorney General of the State of New York. This advertisement is made pursuant to Cooperative Policy Statement No. 1 issued by the New York State Attorney General. CPXX-XXXX. **Strategic Branding & Design: Graham Hanson Design**



TO RECEIVE UPDATES ABOUT OUR LIMITED COLLECTION OF WORLD
CONDOMINIUM RESIDENCES AND BE AMONG THE FIRST TO BE INVITED
WHEN OUR SALES CENTER OPENS:

FIRST NAME*	LAST NAME*	
ADDRESS 1		ADDRESS 2
CITY	STATE	ZIP
PHONE	EMAIL*	
LOOKING FOR	CURRENT RESIDENCE	
FIRST TIME BUYER	HOW DID YOU HEAR ABOUT US? *	
COMMENTS		
SUBMIT		RESET

ARCHITECTURE BY
ENRIQUE NORTEN/
TEN ARQUITECTOS
& CETRA RUDDY

COMING WINTER 2009
212 123 4567 TEL
212 123 4568 FAX

DEVELOPER ASSA PROPERTIES / EXCLUSIVE MARKETING & SALES AGENT THE MARKETING DIRECTORS, INC.



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From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Cassa landing page**
Date: January 13, 2009 12:52:39 PM EST
To: Axel Gimenez <ag@grahamhanson.com>

d

► 1 Attachment, 388 KB

Hi Axel,

Please use the following color: 766A62

Also, I have attached updated EPS file.

Thanks!
Dorothy

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com

WORLD CONDOMINIUM RESIDENCES WITH HOTEL SERVICES | COMING WINTER 2009

cassa^{NY}

EARLY REGISTRATION

From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Cassa landing page update**
Date: February 23, 2009 5:34:47 PM EST
To: Axel Gimenez <ag@grahamhanson.com>

► 2 Attachments, 648 KB

d

Hi Axel,

Can you update the Cassa landing page with the attached? Let me know if you have any questions.

Thanks!
Dorothy

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com

WORLD CONDOMINIUM RESIDENCES WITH HOTEL SERVICES | COMING WINTER 2009

cassa^{NY}

**REGISTER NOW
FOR A CHANCE TO WIN A
SOUTH BEACH TRIP FOR 2**

Register to become an Elite

From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Cassa broker blast**
Date: March 4, 2009 5:21:58 PM EST
To: "Solly@assaproperties.com Assa" <solly@assaproperties.com>
Cc: Robert Lebensfeld <robert.lebensfeld@assaproperties.com>, "William C. Harvey" <bill.harvey@assaproperties.com>, Andrea Mignone <A.Mignone@tmdre.com>, Monica Klingenberg <M.Klingenberg@tmdre.com>, Graham Hanson <jgh@grahamhanson.com>, Brian Goodrow <brian.goodrow@assaproperties.com>
▶ 1 Attachment, 147 KB

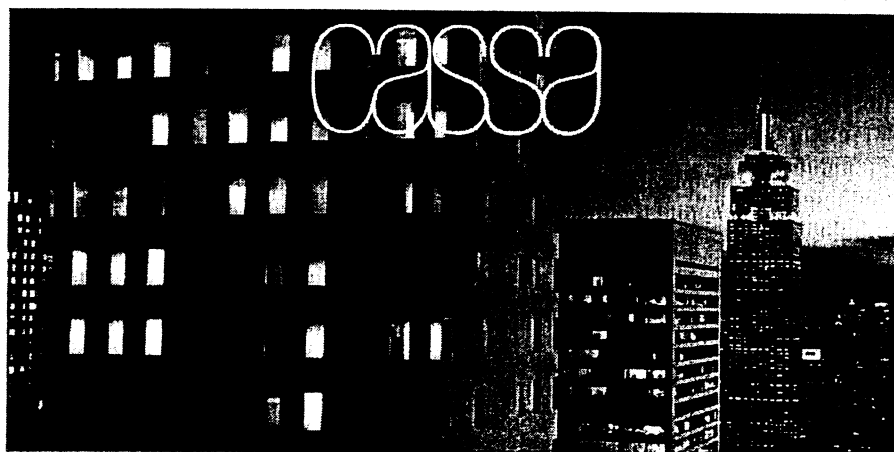
d

Hi all,

Attached please find the latest broker blast and let me know if you have any final comments/revisions.

Thanks,
Dorothy

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com



From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Cassa broker blast**
Date: March 5, 2009 2:15:27 PM EST
To: "Solly@assaproperties.com Assa" <solly@assaproperties.com>
Cc: Robert Lebensfeld <robert.lebensfeld@assaproperties.com>, Monica Klingenberg <M.Klingenberg@tmdre.com>, Andrea Mignone <A.Mignone@tmdre.com>
▶ 1 Attachment, 148 KB

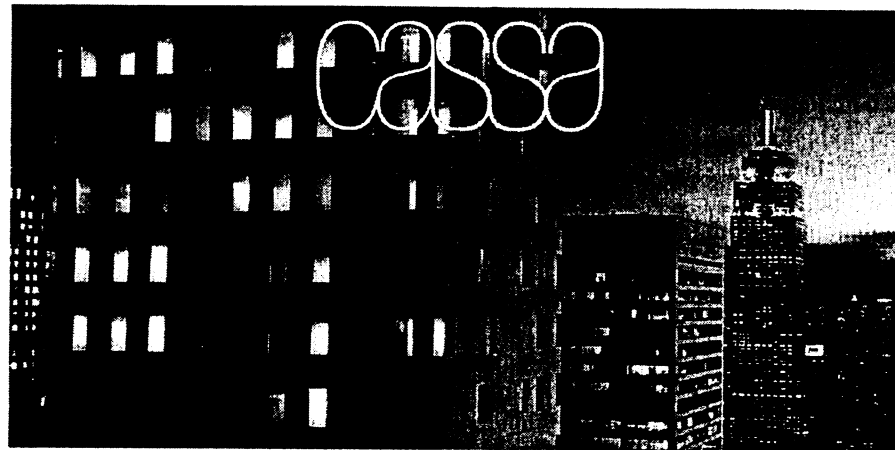
d

Hi Solly,

Attached please find the revised Cassa broker blast for final approval.

Thanks,
Dorothy

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com



From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Cassa landing page revision**
Date: March 5, 2009 2:20:17 PM EST
To: Axel Gimenez <ag@grahamhanson.com>

► 2 Attachments, 647 KB

d

Hi Axel,

Please find attached revised files for the Cassa landing page.

Thanks,
Dorothy

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
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212 481 0784 telefax
dl@grahamhanson.com
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WORLD CONDOMINIUM RESIDENCES WITH HOTEL SERVICES | COMING WINTER 2009

cassa^{NY}

**REGISTER NOW
FOR A CHANCE TO WIN A
SOUTH BEACH TRIP FOR 2**

Register to become an Elite

EXHIBIT 36

From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Re: Cassa Website**
Date: March 6, 2009 4:02:58 PM EST
To: Andrea Mignone <A.Mignone@tmdre.com>
Cc: "Graham Hanson" <jgh@grahamhanson.com>, "Solly Assa" <solly@assaproperties.com>, "Robert Lebensfeld" <robert.lebensfeld@assaproperties.com>, "William C. Harvey" <bill@assaproperties.com>, "Brian Goodrow" <Brian.Goodrow@Assaproperties.com>, "Monica Klingenberg" <M.Klingenberg@tmdre.com>, "Bob Hooley" <B.Hooley@tmdre.com>, "Jackie Urgo" <J.Urgo@tmdre.com>
▶ 1 Attachment, 6.0 MB

d

Hi all,

Attached please find the Cassa website. We can incorporate a live construction progress video into the website.

Thanks,
Dorothy

On Mar 6, 2009, at 1:48 PM, Andrea Mignone wrote:

Hi Dorothy,
Please circulate the website for Cassa so that final sign off can be provided and you can begin the coding process.
Also, would it be possible to add a live feed from the camera that is already installed across the street chronicling the construction progress to the site?

-Andrea

Andrea Mignone
Project Manager
The Marketing Directors, Inc
750 Lexington Ave, 18th Floor
NY, NY 10022
Phone (212) 271-2835
Fax (212) 826-1122

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
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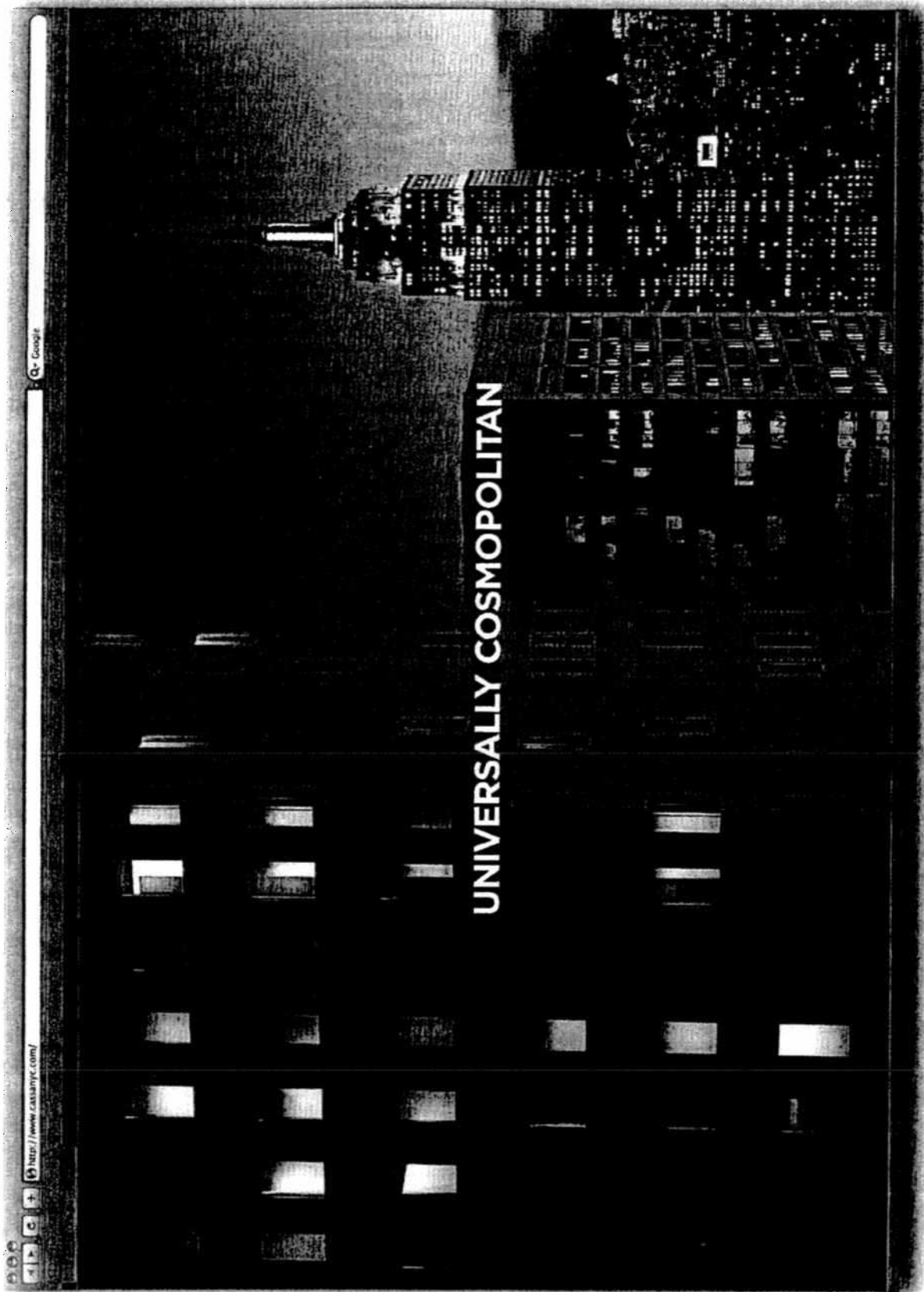


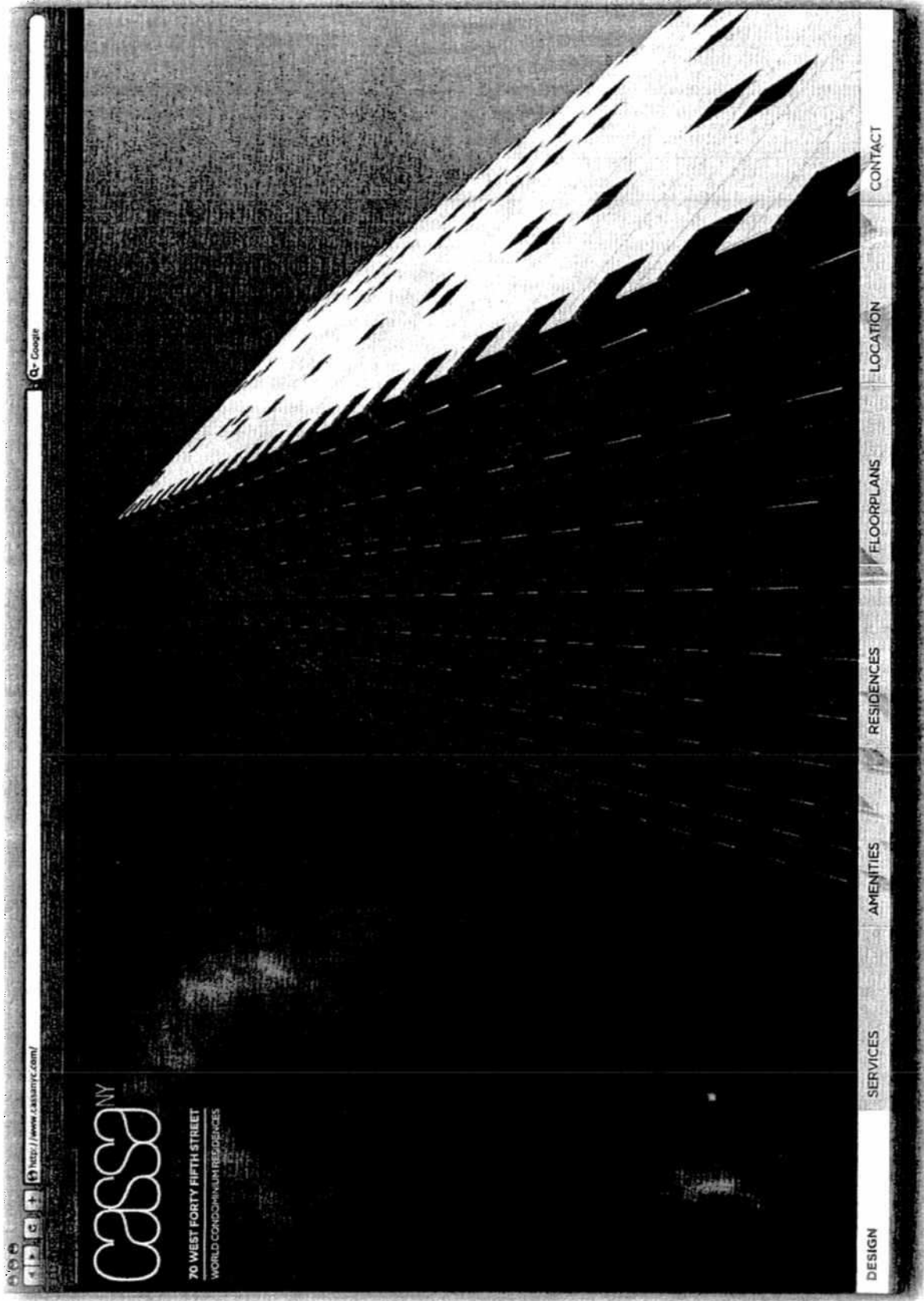
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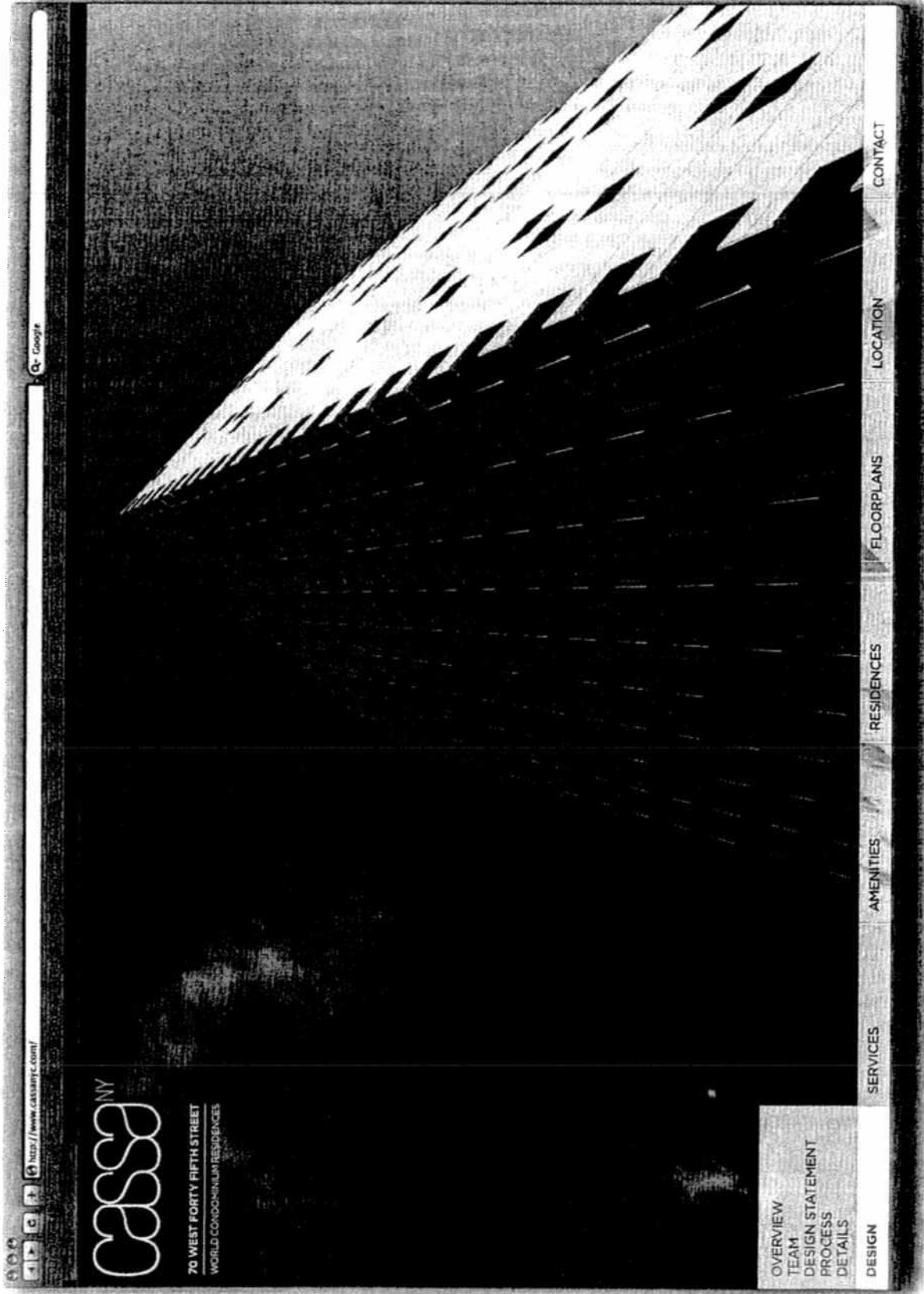


PTF000819

AR0265









http://www.casany.com/

Google

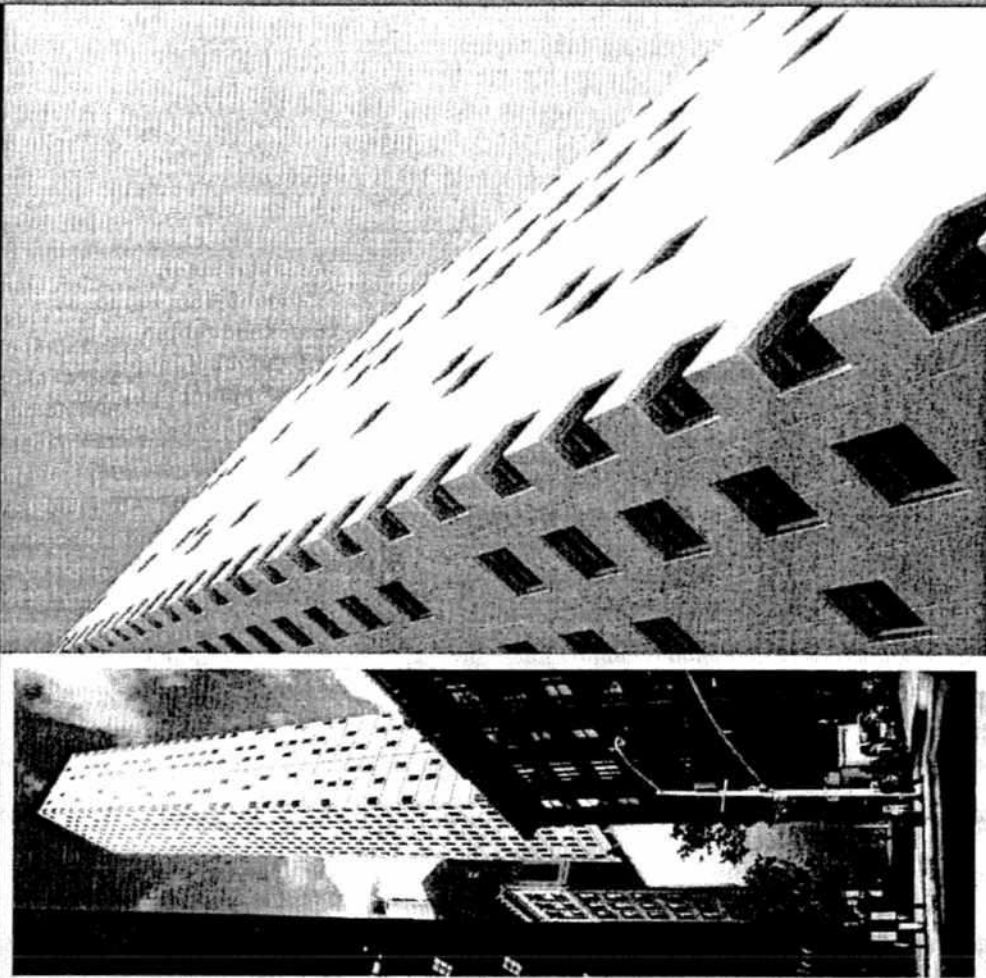
casa NY

20 WEST FORTY-FIFTH STREET
WORLD CONDOMINIUM SERVICES

AN ARCHITECTURAL ICON IN THE HEART OF MANHATTAN

Created by one of the most influential and respected contemporary architectural firms, TEN Arquitectos/Enrique Noriega, in collaboration with Cetra Ruddy, a prestigious architecture and interior design firm, Casa will take its place as a recognizable part of the dynamic skyline of New York City.

Featuring elegant proportions and dramatically articulated windows, Casa's striking exterior both complements and contrasts with the surrounding cityscape. A refreshing addition to the architectural and social fabric of New York City, Casa will provide a rewarding quality of life for those who will call it home.



DESIGN

SERVICES

AMENITIES

RESIDENCES

FLOORPLANS

LOCATION

CONTACT

casany

70 WEST FORTY-FIFTH STREET
WORLD CONDOMINIUMS PROJECT

DEVELOPER

Asa Properties
 Founded by Solly and Isaac Asa, Asa Properties has been developing and investing in major residential, retail and commercial properties since 2000. The firm has acquired over three million square feet of premier assets located throughout the United States and Mexico. Starting in 2002, Asa Properties began a major development program in the New York City area, namely 743 Fifth Avenue, a 21-story, 160,000-sq-ft office building, the Knickerbocker Hotel built by John Jacob Astor—with an eye towards building luxury retail and hotel extensions in some of New York City's most distinctive neighborhoods. The firm also evolved their original vision with two new developments, Casa and Galerie, which will serve as full-service, luxury hotels as well as offer premium hotel services to its condominium residents.

ARCHITECTS

TEN Arquitectos/Enrique Norton
 TEN Arquitectos, which Enrique Norton founded in 1986, maintains offices in New York and Mexico City. The firm has worked on a diverse array of award-winning and acclaimed architectural projects of diverse types and scales including furniture design, single-family apartments and houses, residential commercial and cultural buildings, parks, and urban design and redevelopment projects.

Current projects include the Guggenheim Museum Guadalajara (Guadalajara, Jalisco, Mexico); Brian W. (Acapulco, Guerrero, Mexico); Orange County Great Park (Orange County, CA); and a new view for Robert R. Taylor's College Avenue Campus (New Brunswick, NJ). Among the firm's most recognized projects are 1 York Triplex, Residential Building (New York, NY); the National School of Theater at the National College of Arts, Mexico City; Televisa Mixed Use Building, Mexico City; Last Prize "Mies Van Der Rohe Pavilion" of Latin American Architecture, Barcelona, Spain, 1988; Orange County Great Park (2009 AIA Regional & Urban Design Award); and Hotel HABITA, Mexico City ("Latin American Building of the Year" World Architecture Awards / RIBA, London 2002; Business Week / Architectural Record Awards and AIA NY Chapter Award 2003).

CETRA/NUDDY

Founding principals John Cetra and Nancy J. Ruddy have been providing quality projects in architecture, planning, interior design and product design for more than 20 years. Leading a team of over 75 highly accomplished professionals, the firm develops highly crafted, technically excellent projects that have won CetraRuddy its award-winning reputation. CetraRuddy's sophisticated problem-solving capabilities are integral to the design of diverse project types that include hospitality, residential, cultural/educational, investment commercial, commercial interiors and wildlife habitats.

Recent hotel and hotel/residences include the Aloft Starwood Hotel in New York, ArkS Hotel in midtown Manhattan, One Charlotte in Charlotte, NC, and Choice Harna Resort in Cochin, India. Other prestigious projects include One Madison Park, the Barbizon, the Stanhope, Orion, 41 Fifth Avenue, Tiger Mountain and the Butterfly House at the Bronx Zoo, and various projects for prestigious universities such as Columbia University, New York University and Cornell-Weill Medical Center.



DESIGN STATEMENT

TEN Arquitectos/Enrique Norton

The tower will strike a prominent profile in the Manhattan skyline, distinguishing itself from the conventional glass and stone edifices surrounding it. Its delicate proportion is unique among its stout neighbors as a result of the constricted site where it sits and its slender floor plates. The resulting form creates an obelisk marking its location among the chorus of the midtown skyline.

The tower's windows and their punctured rhythm become the facade's only ornaments as they are brought to life by the guests and inhabitants that dwell inside. It is their activity that makes the building glow as it registers itself on the tower's skin.

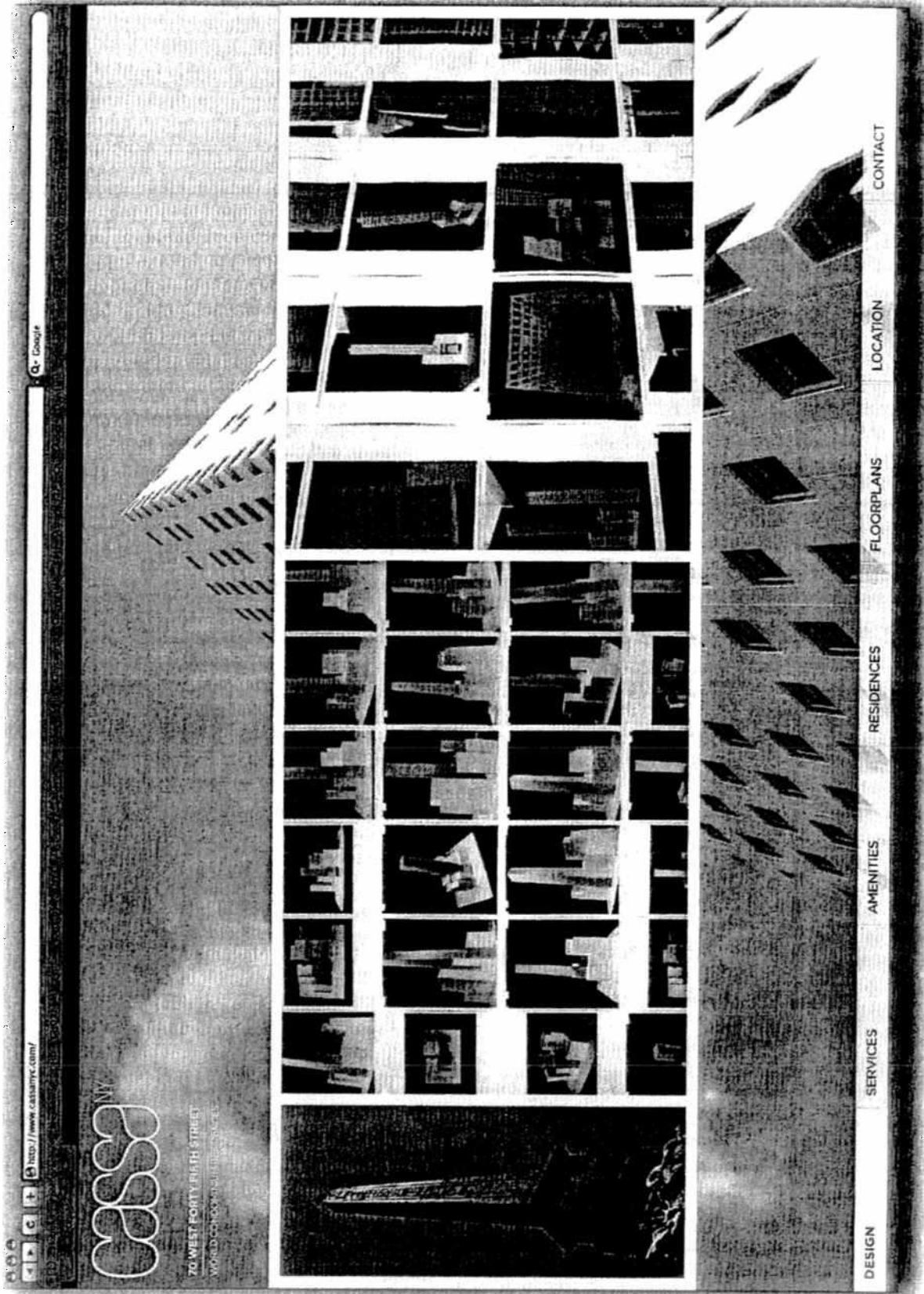
The challenge was to combine the very private functions of the luxury residences with the public functions of the boutique hotel, restaurant and lounge allowing them to co-exist while functioning independently. The result is a sequence of fluid spaces that converge at the lobby, merging interior and exterior, intimate and urban.

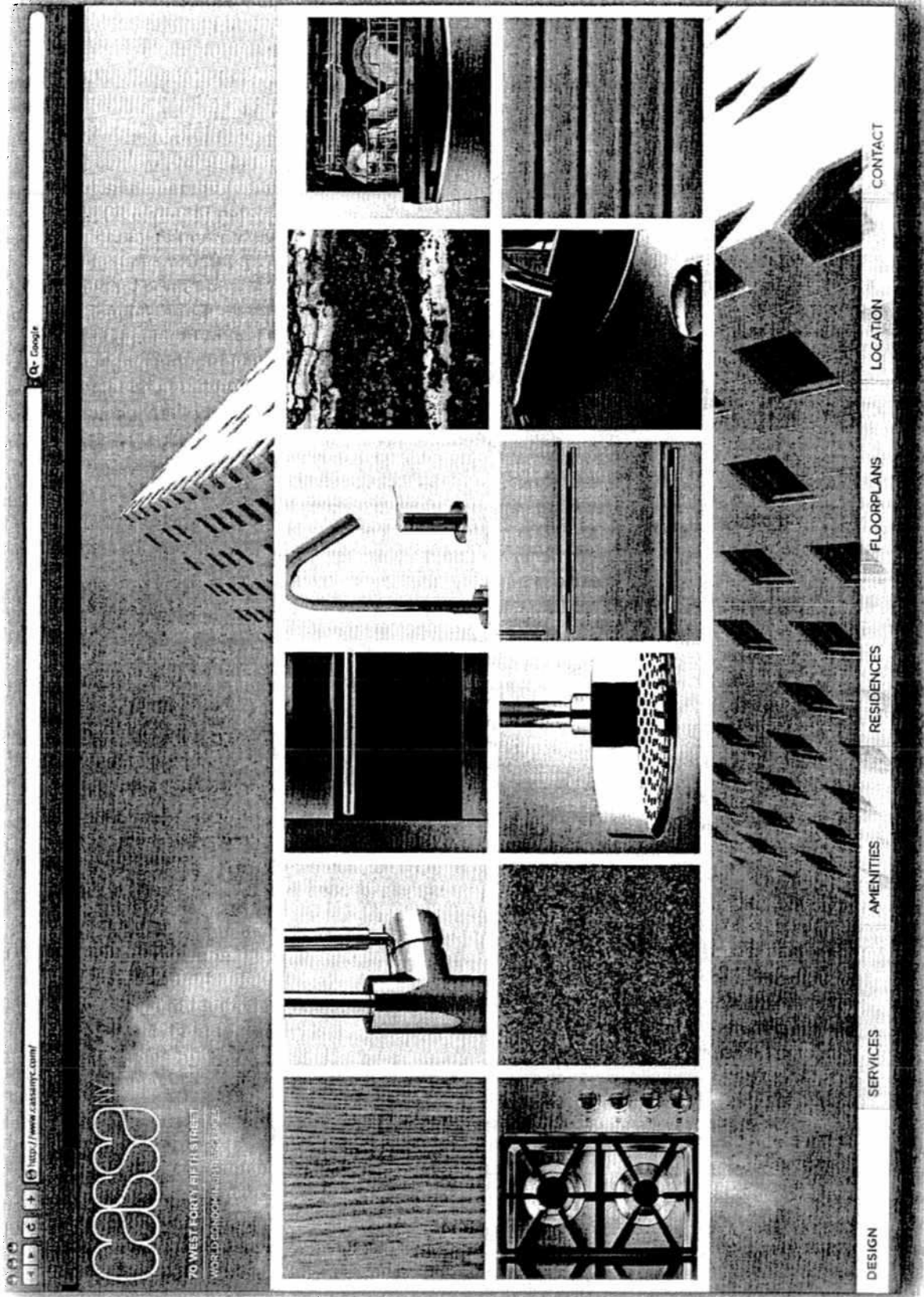
CetraRuddy

The interior public spaces were designed to welcome and inspire. Soaring fine-tuned volumes accented by luxurious materials and the finest artwork and sculptural furniture elements greet you as you enter the building. The lush garden is a private oasis within midtown Manhattan and is a focal point of the experience of the hotel and residences.

Within the vocabulary of the modernism of the building, the finest wood, stone, glass, lacquer and leather finishes from around the world were selected to create the most refined living experience. Diverse tactile finishes of crystalline and hand-chiseled materials create a symphony of experiences.

The interior design and planning of the hotel and residences create refined spaces that accentuate the unique plan of the building. Creating a unified design statement for the building's exterior and interior, light and reflective materials were selected for the interior to create light-filled environments. A refined palette of pale wood, limestone and gleaming stainless steel create a carefully crafted interior.







<http://www.cassidy.com/>

Google

CASSIDY
NEW YORK

70 WEST FORTY FIFTH STREET

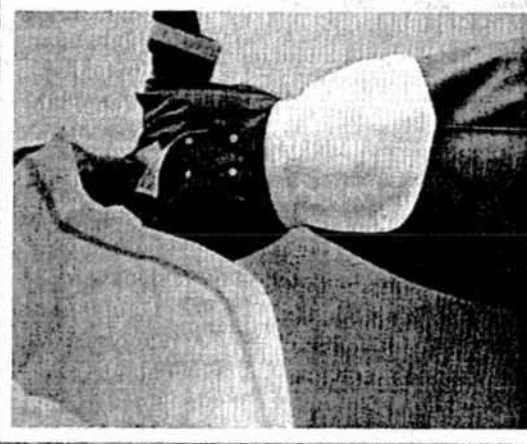
WORLD CONDOMINIUMS

IN THE TRADITION OF THE WORLD'S FINEST HOTELS

Your staff will provide a wide array of services that give you convenience and peace of mind, while you're busy with work or enjoying all that the city has to offer. You will experience a level of service with every convenience and consideration, whether it's a private dinner party in your home or tickets to the theater.

A la carte services include:

- 24-hour room service
- Dry cleaning and laundry services
- Full housekeeping and turn down services
- 24-hour concierge, including travel arrangements, local and international postage, and in-room message services
- Child and pet care services
- Daily fresh flower deliveries
- Limousine service
- Valet service
- Storage for residents
- Overnight hand-polished shoeshine service



DESIGN

SERVICES

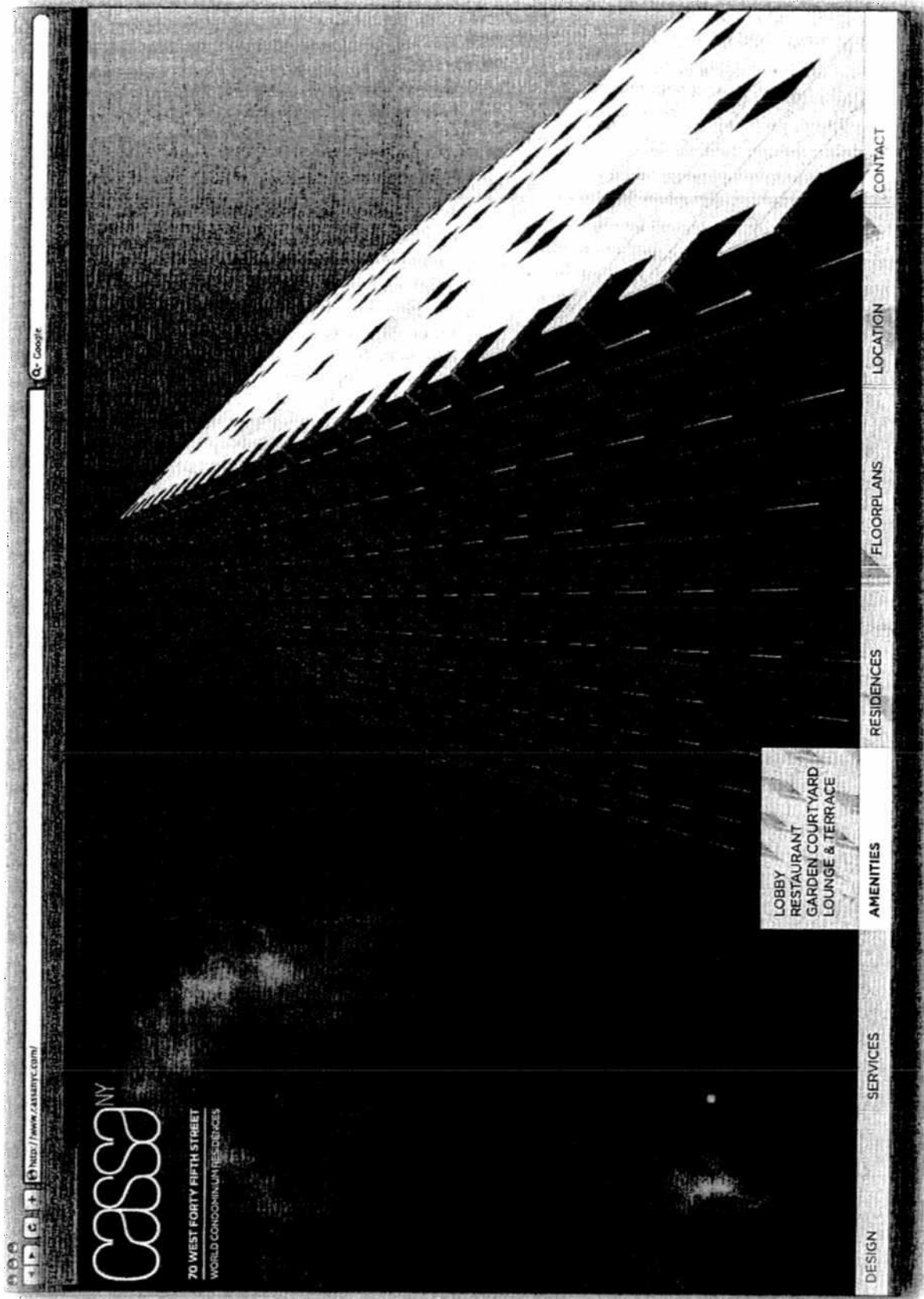
AMENITIES

RESIDENCES

FLOORPLANS

LOCATION

CONTACT

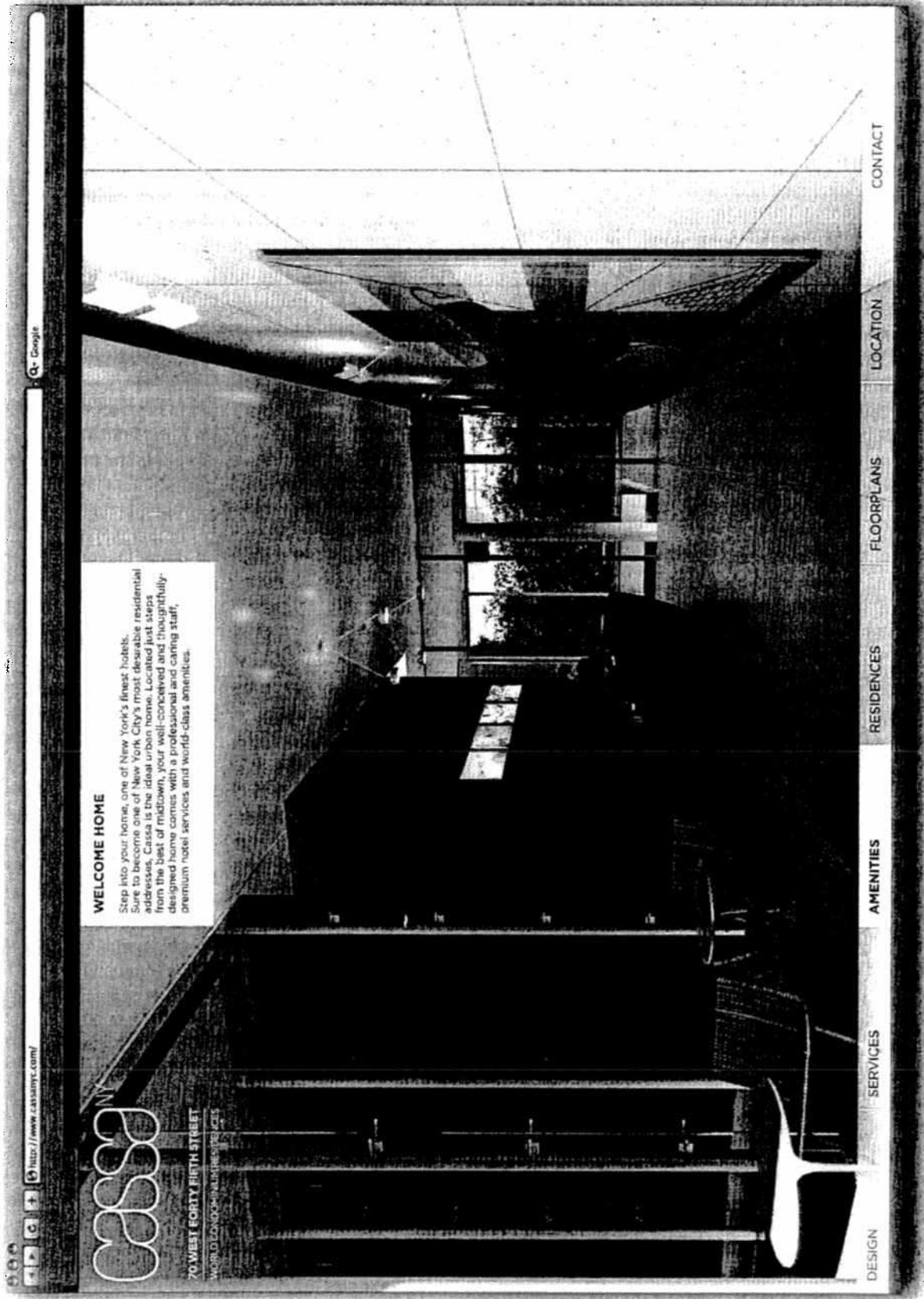


casa^{NY}

70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

LOBBY
RESTAURANT
GARDEN COURTYARD
LOUNGE & TERRACE

DESIGN SERVICES AMENITIES RESIDENCES FLOORPLANS LOCATION CONTACT



WELCOME HOME

Step into your home, one of New York's finest hotels. Sure to become one of New York City's most desirable residential addresses, Cassa is the ideal urban home. Located just steps from the best of midtown, your well-conceived and thoughtfully-designed home comes with a professional and caring staff, premium hotel services and world-class amenities.

cassa
ny

70 WEST FORTY FIFTH STREET

WORLD-CLASS RESIDENCES

DESIGN

SERVICES

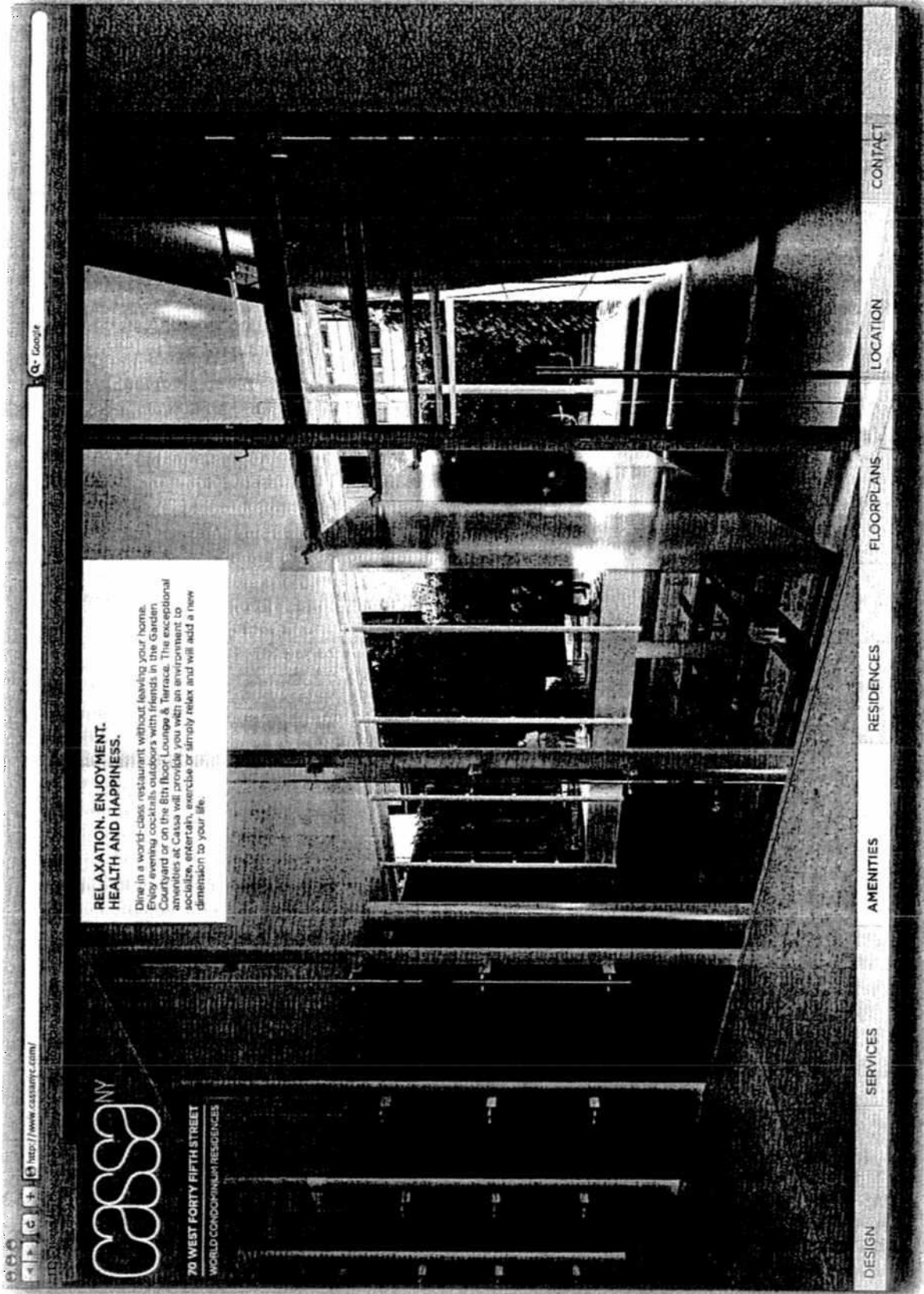
AMENITIES

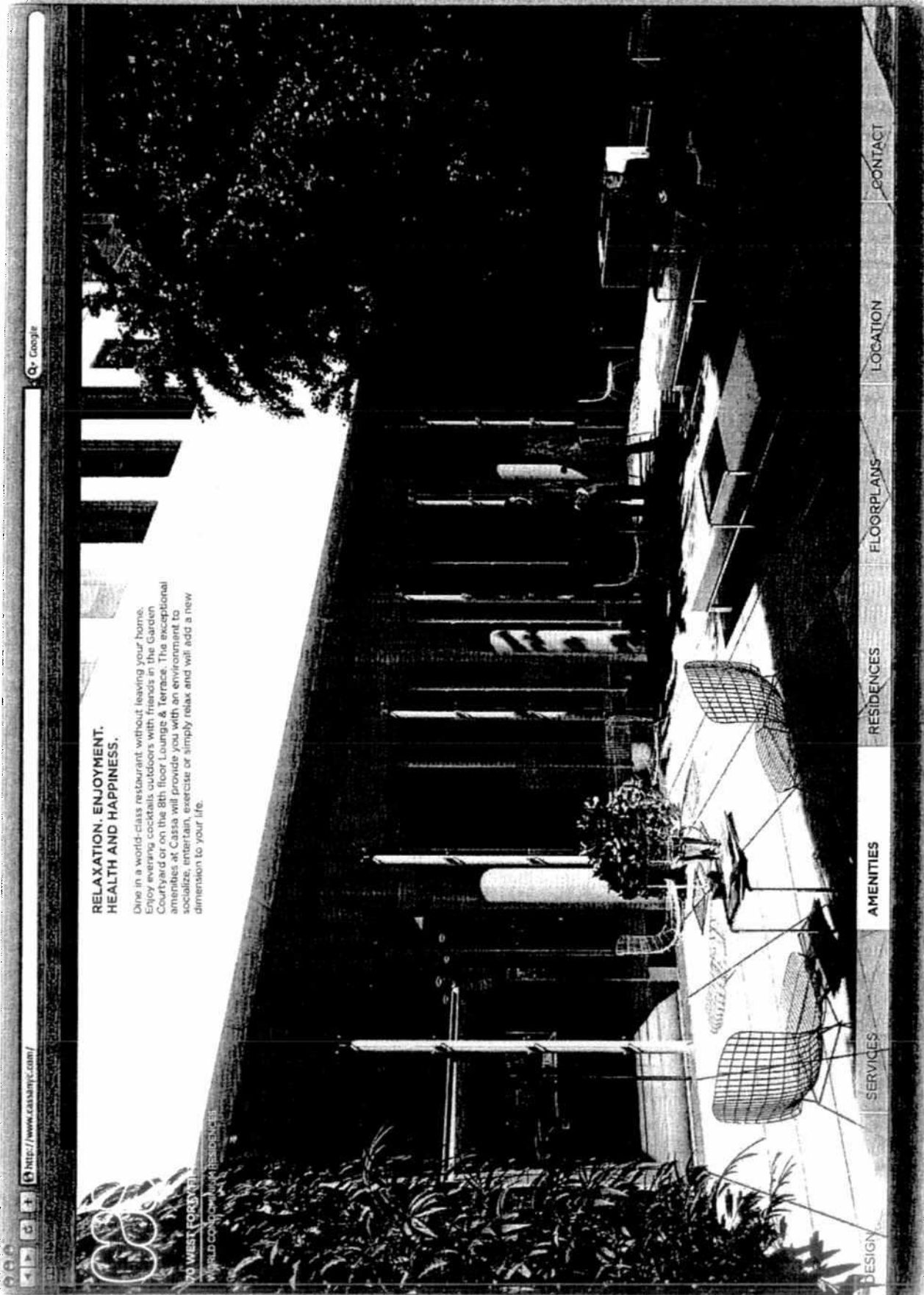
RESIDENCES

FLOORPLANS

LOCATION

CONTACT





RELAXATION. ENJOYMENT. HEALTH AND HAPPINESS.

Dine in a world-class restaurant without leaving your home. Enjoy evening cocktails outdoors with friends in the Garden Courtyard or on the 8th floor Lounge & Terrace. The exceptional amenities at Cassa will provide you with an environment to socialize, entertain, exercise or simply relax and will add a new dimension to your life.



NO WEST FORGET
WORLD COOKING WITH RESIDENCES

- DESIGN
- SERVICES
- AMENITIES
- RESIDENCES
- FLOORPLANS
- LOCATION
- CONTACT

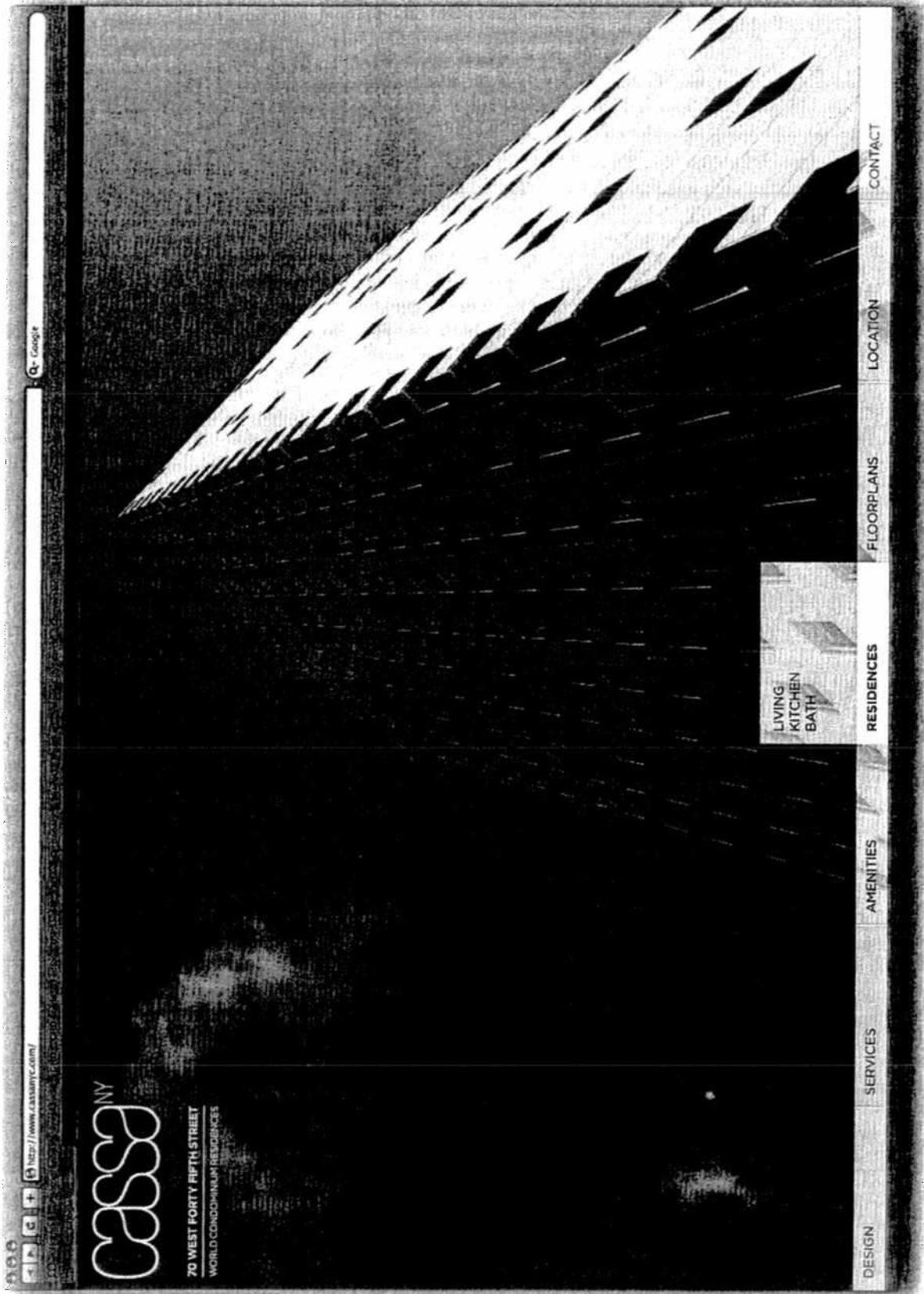
[Home](#)
[About](#)
[Contact](#)
[Location](#)
[Floorplans](#)
[Residences](#)
[Amenities](#)
[Services](#)
[Design](#)

[http://www.cassanyc.com/](#)

cassa^{NY}

70 WEST FORTY FIFTH STREET
 WORLD CONDOMINIUM RESIDENCES

RELAXATION. ENJOYMENT. HEALTH AND HAPPINESS.
 Dine in a world-class restaurant without leaving your home. Enjoy evening cocktails outdoors with friends in the Garden Courtyard or on the 8th floor Lounges & Terrace. The exceptional amenities at Cassa will provide you with an environment to socialize, entertain, exercise or simply relax and will add a new dimension to your life.



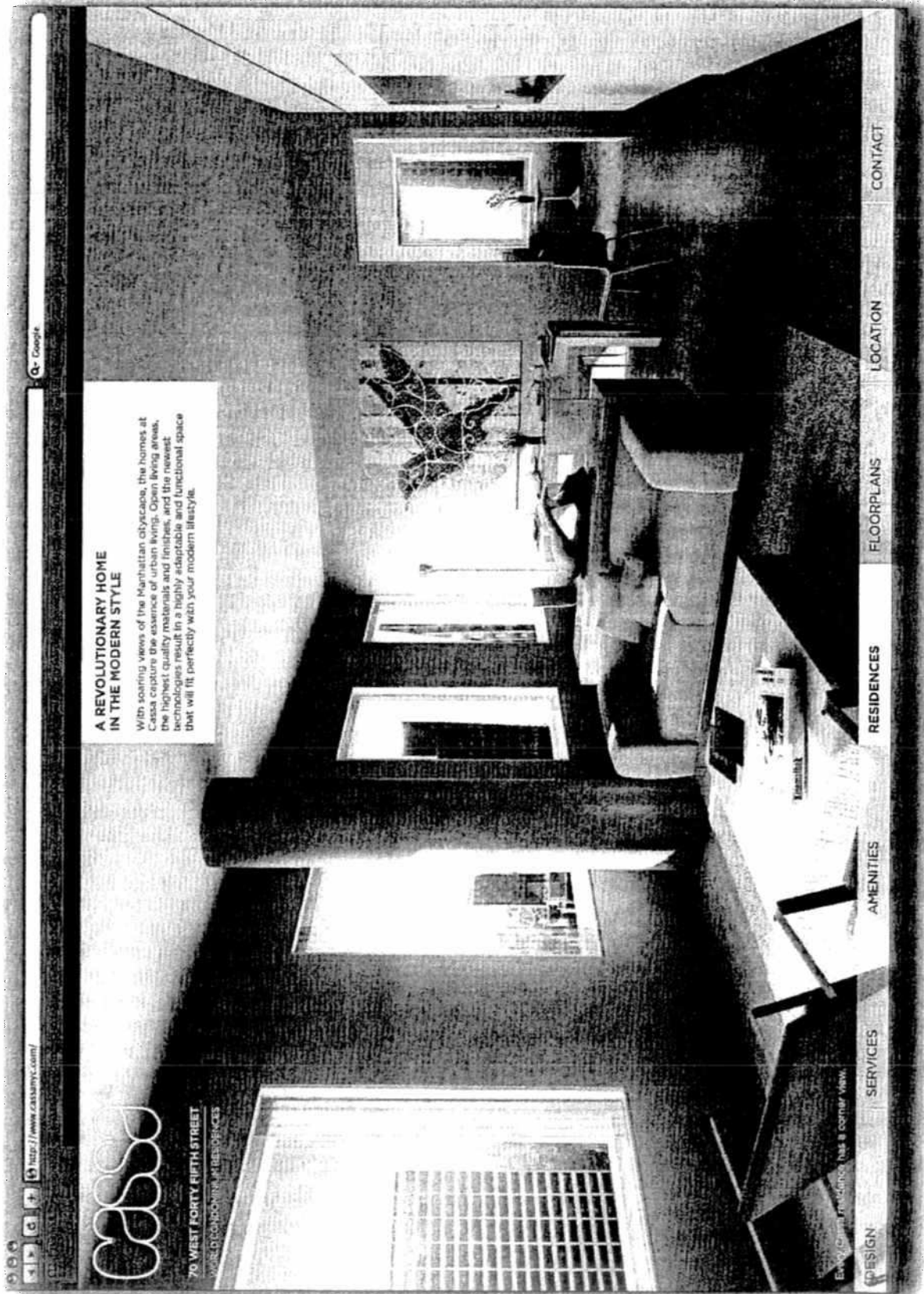
www.cassidy.com

cassa^{ny}

70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

LIVING
KITCHEN
BATH

DESIGN SERVICES AMENITIES RESIDENCES FLOORPLANS LOCATION CONTACT



A REVOLUTIONARY HOME IN THE MODERN STYLE

With soaring views of the Manhattan skyline, the homes at Cassa capture the essence of urban living. Open living areas, the highest quality materials and finishes, and the newest technologies result in a highly adaptable and functional space that will fit perfectly with your modern lifestyle.

cassa

70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

CONTACT

LOCATION

FLOORPLANS

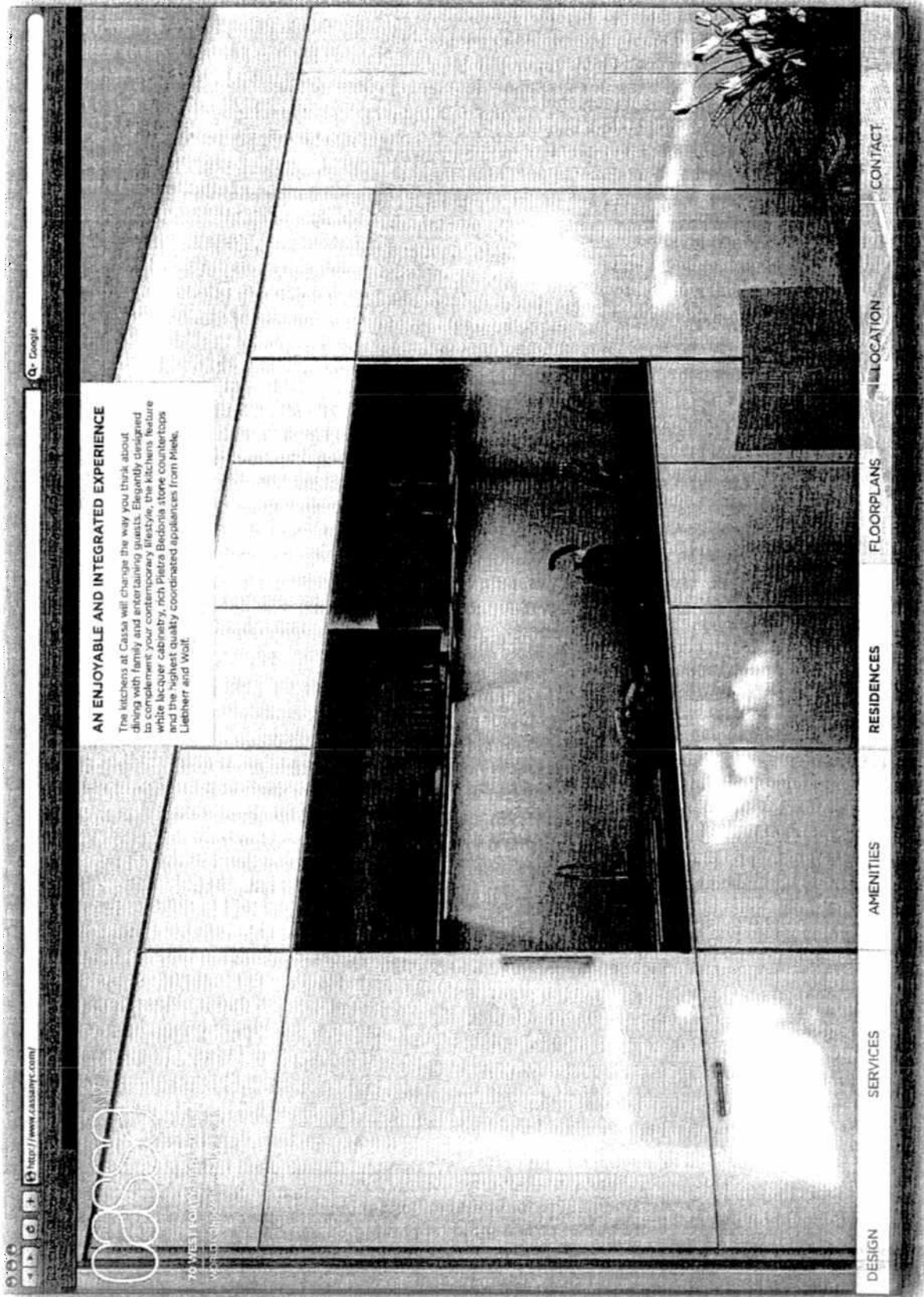
RESIDENCES

AMENITIES

SERVICES

DESIGN

Enjoy the view from this corner view.

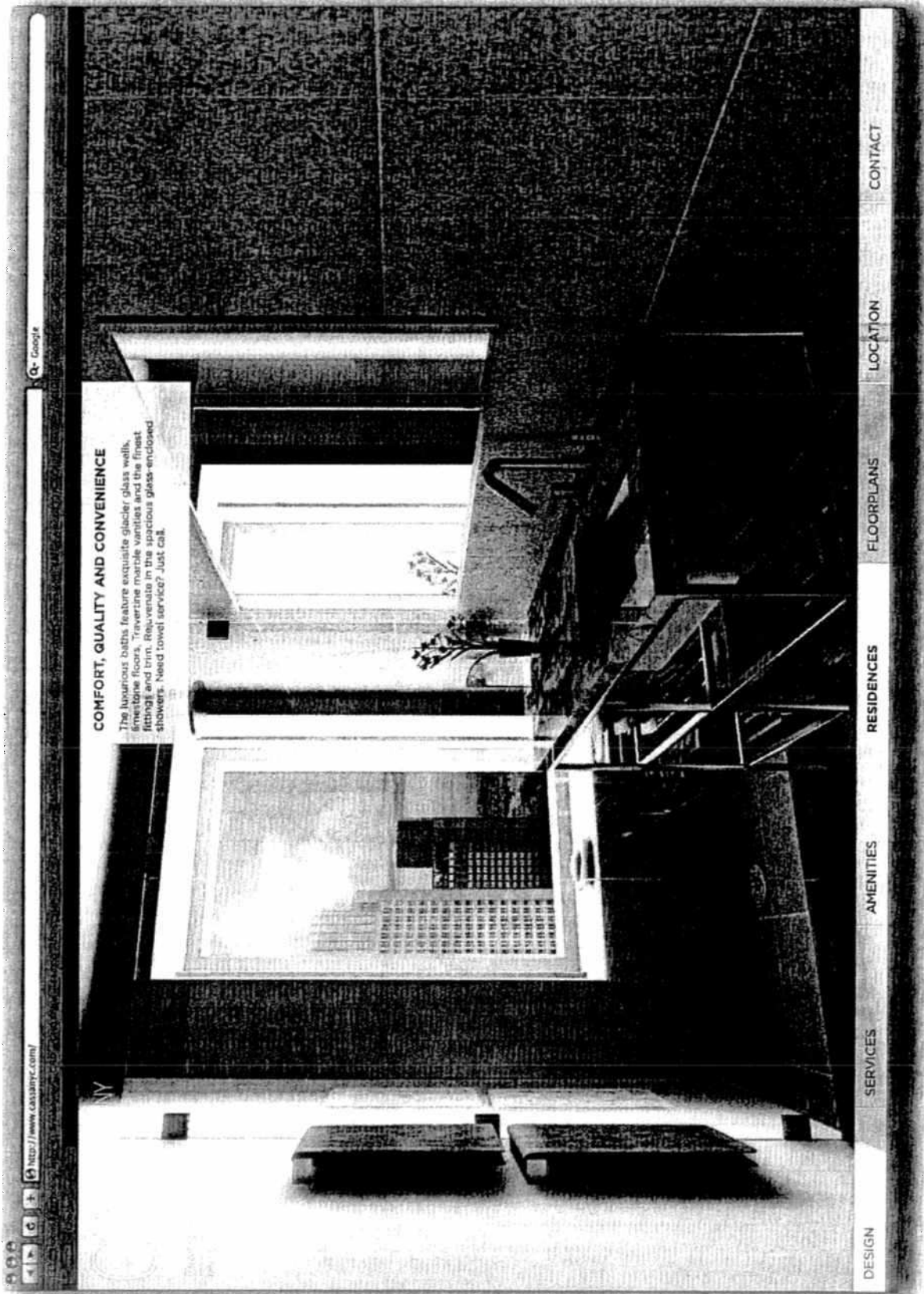


AN ENJOYABLE AND INTEGRATED EXPERIENCE

The kitchens at Cassa will change the way you think about dining with family and entertaining guests. Elegantly designed to complement your contemporary lifestyle, the kitchens feature white lacquer cabinetry, rich Pietra Bedonia stone countertops and the highest quality coordinated appliances from Miele, Liebherr and Wolf.

Cassa
www.cassa.com

70 VIESI FONDAZIONE - MILANO
www.cassa.com



[Home](#)
[About](#)
[Contact](#)

70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

RESIDENCE 28A
STUDIO
1 BATH
603 SF

FLOOR	UNIT	BEDROOM	BATH	SF	PLAN
28	A	STUDIO	1	603	VIEW
28	B	STUDIO	1	610	VIEW
34	B	1	1	850	VIEW
35	C	2	2	997	VIEW
35	B	STUDIO	1	610	VIEW
39	B	1	1	850	VIEW
42	C	2	2	997	VIEW

DESIGN

SERVICES

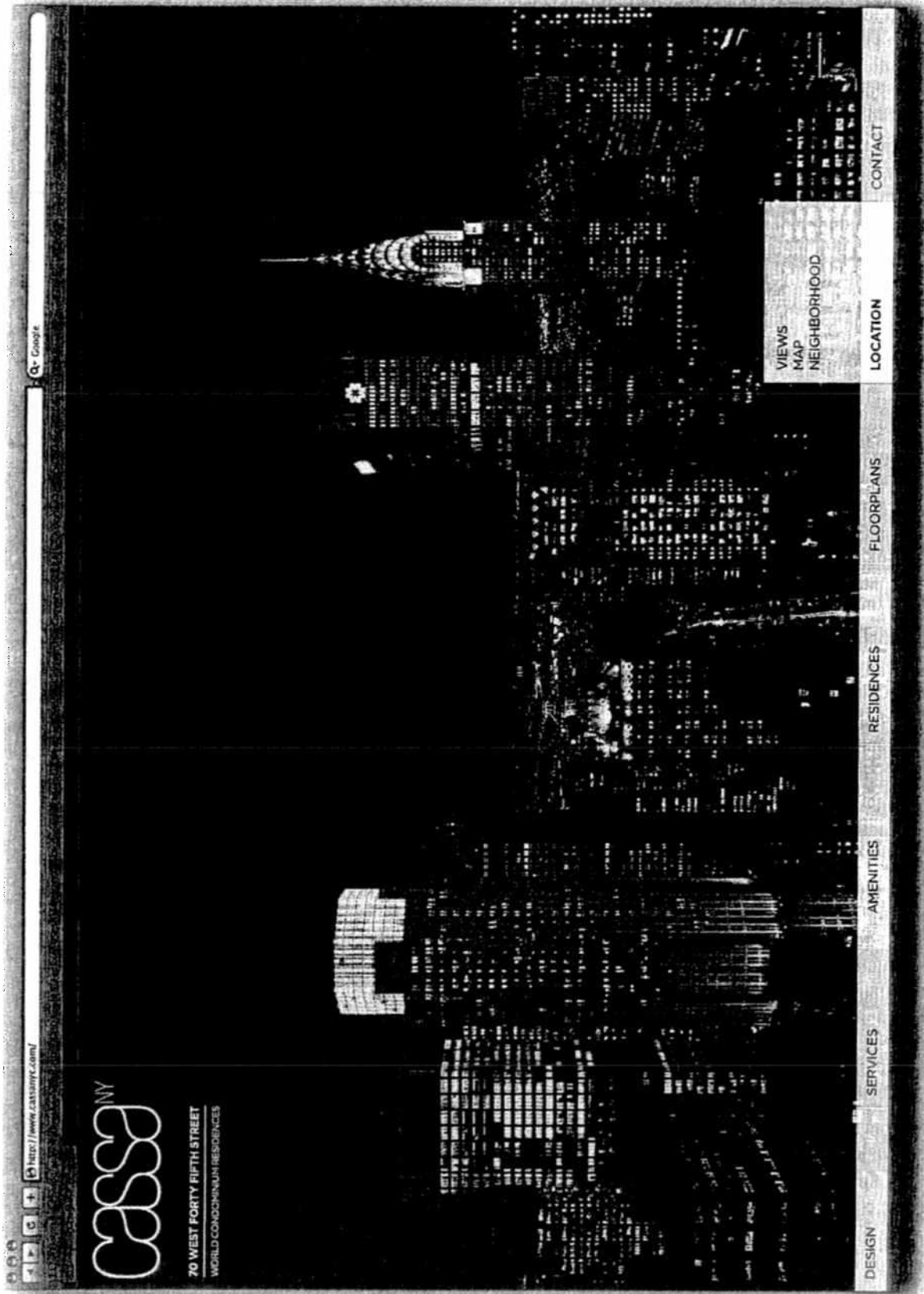
AMENITIES

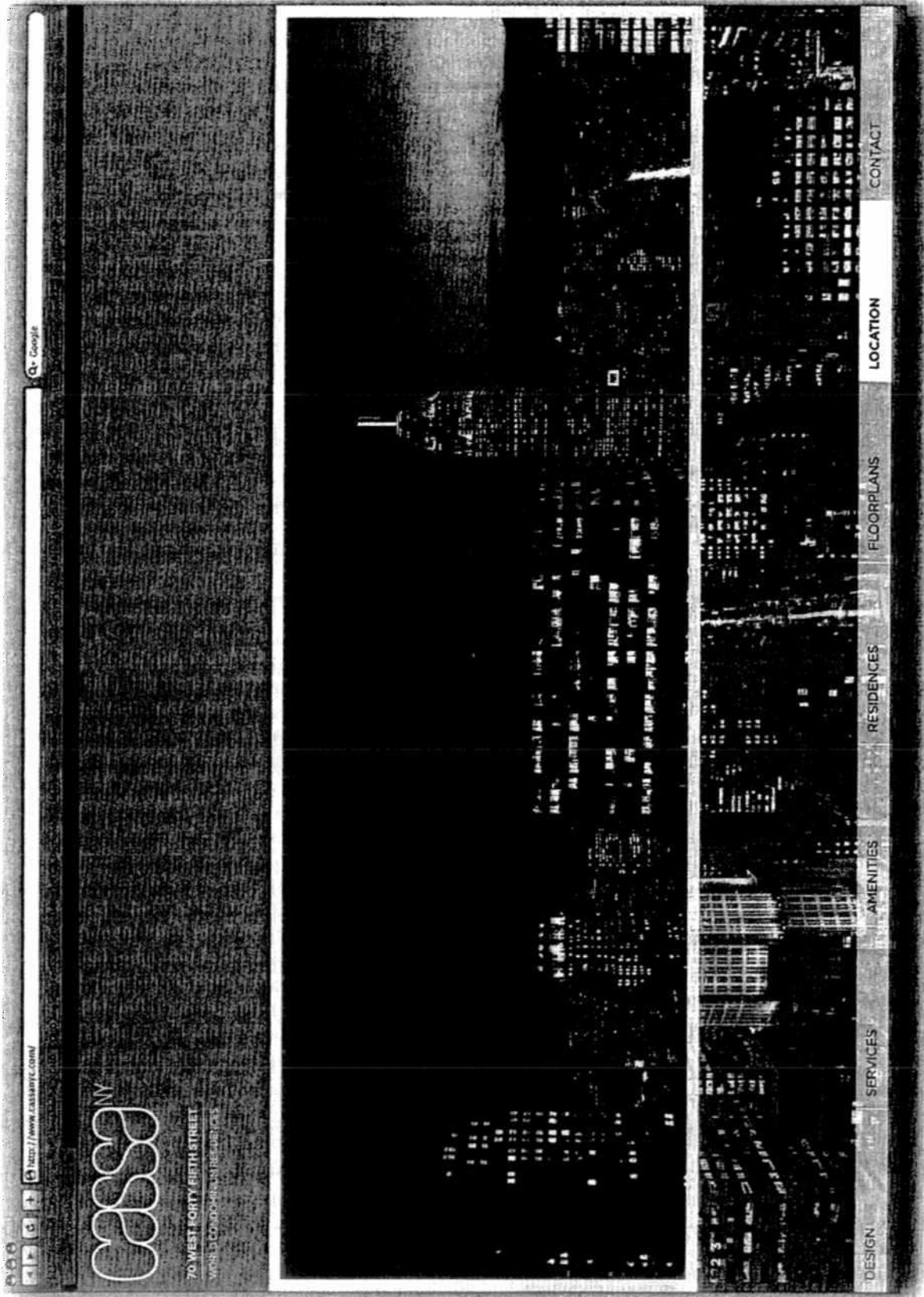
RESIDENCES

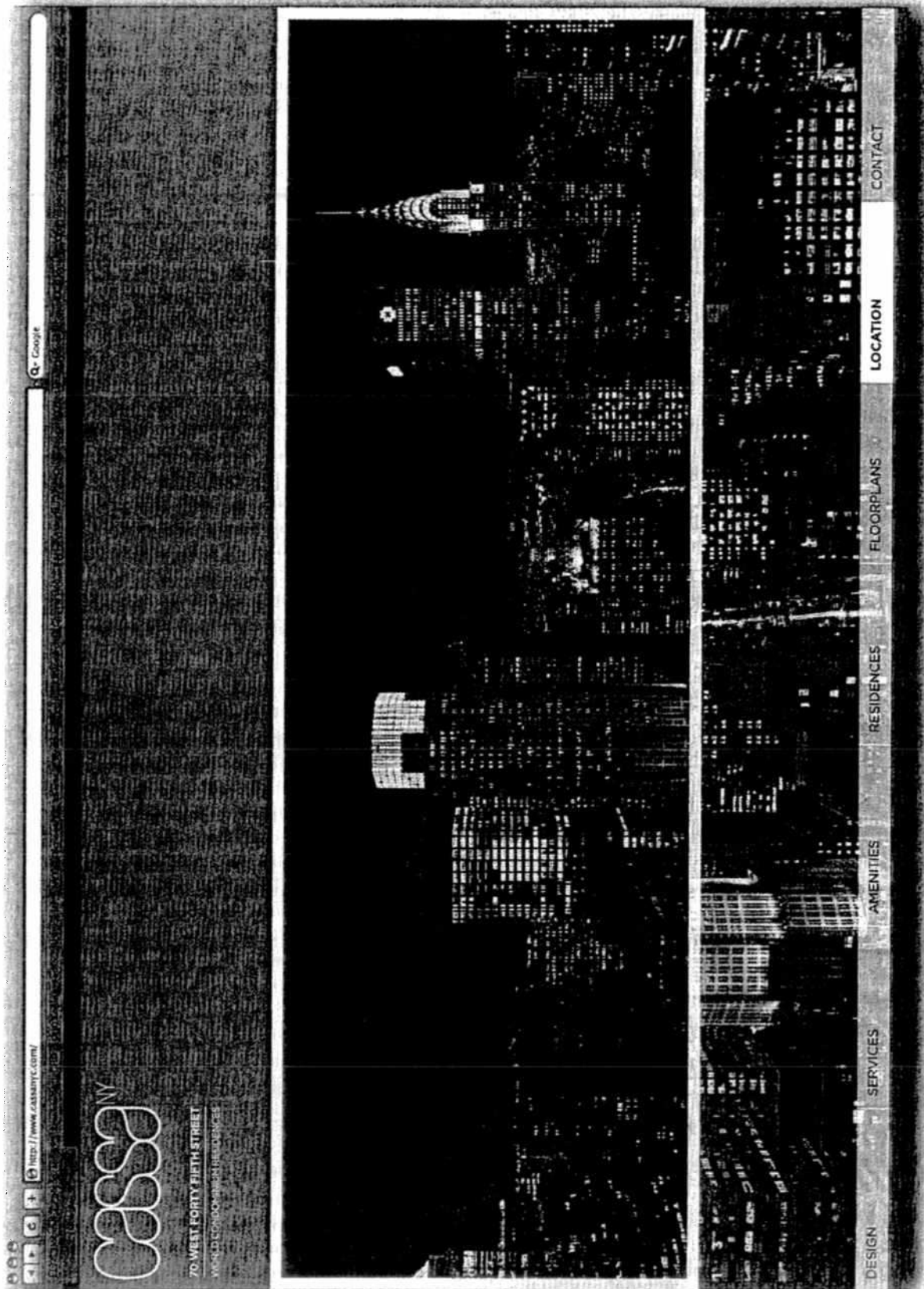
FLOORPLANS

LOCATION

CONTACT







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70 WEST FORTY-FIFTH STREET
WORLD CONDO HIGH RISES

DESIGN SERVICES AMENITIES RESIDENCES FLOORPLANS LOCATION CONTACT

PTF000841

AR0287

► **MUSEUMS/ATTRACTIONS**

▼ SHOPPING

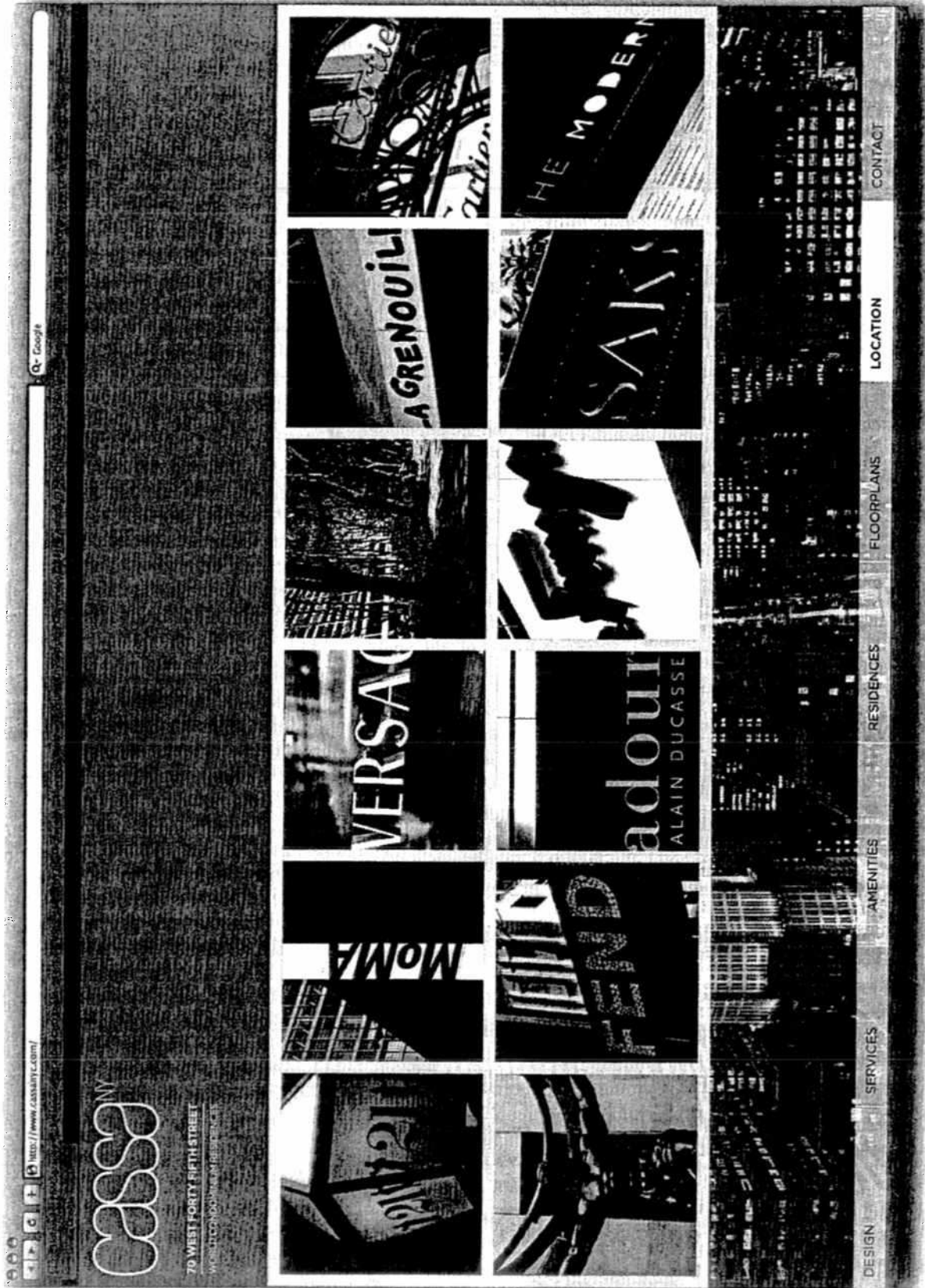
- 1 HBO Shop
- 2 Thomas Pink
- 3 Ann Taylor
- 4 Best Buy
- 5 Fossil
- 6 Brooks Brothers
- 7 Paul Stuart
- 8 Barnes & Noble
- 9 Sephora
- 10 American Girl
- 11 Lacoste
- 12 Ann Taylor
- 13 Saks Fifth Avenue
- 14 Jimmy Choo
- 15 Versace
- 16 Cartier
- 17 Salvatore Ferragamo
- 18 Tournearu
- 19 Ermengildo Zegna
- 20 Fendi
- 21 Thomas Pink
- 22 TUMI
- 23 Davidoff
- 24 Dunhill
- 25 Takashimaya
- 26 Manolo Blahnik
- 27 Henri Bendel
- 28 Harry Winston
- 29 Sony Style
- 30 Mont Blanc
- 31 Gucci
- 32 Prada
- 33 Tiffany & Co.
- 34 Louis Vuitton
- 35 Burberry
- 36 Chanel
- 37 Christian Dior
- 38 Bergdorf Goodman
- 39 F&F Schwarz
- 40 Apple


► RESTAURANTS

► HOTELS

► SERVICES

▶ OFFICES





70 WEST FORTY-FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

Marketing and Exclusive Sales Agent
The Marketing Directors, Inc.

Cassa Sales Showroom
1140 Avenue of the Americas
Floor 2
New York, New York 10036

212 398 4545 Tel
212 398 4541 Fax
info@cassanyc.com
www.cassanyc.com

To receive updates about our limited collection of world condominium residences:

FIRST NAME* LAST NAME* ADDRESS 1 ADDRESS 2 CITY STATE ZIP PHONE EMAIL* LOOKING FOR CURRENT RESIDENCE FIRST TIME BUYER HOW DID YOU HEAR ABOUT US? COMMENTS

DESIGN

SERVICES

AMENITIES

RESIDENCES

FLOORPLANS

LOCATION

CONTACT

EXHIBIT 37

From: Dorothy Lin <dl@grahamhanson.com>
Subject: **Re: Cassa Website Home Page**
Date: April 16, 2009 9:56:25 AM EDT
To: Andrea Mignone <A.Mignone@tmdre.com>
Cc: "Monica Klingenberg" <M.Klingenberg@tmdre.com>, "Jackie Urgo" <J.Urgo@tmdre.com>,
<solly@assaproperties.com>, <robert.lebensfeld@assaproperties.com>, <bill.harvey@assaproperties.com>,
<brian.goodrow@assaproperties.com>
▶ 1 Attachment, 257 KB

d

Hi Andrea,

Attached please find stills of the introductory pages of the website. The first page is a loader page and will automatically fade into page 2. Once the viewer clicks ENTER on page 2, then page 3 will show up.

Thanks,
Dorothy

On Apr 15, 2009, at 4:00 PM, Andrea Mignone wrote:

Hi Dorothy,
Can you circulate a still of the home page with the Grand Opening message, sales office address, and open house days and hours on it for review and approval?

thanks,
andrea

--
Dorothy Lin
Design Director
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x13
212 481 0784 telefax
dl@grahamhanson.com
www.grahamhanson.com



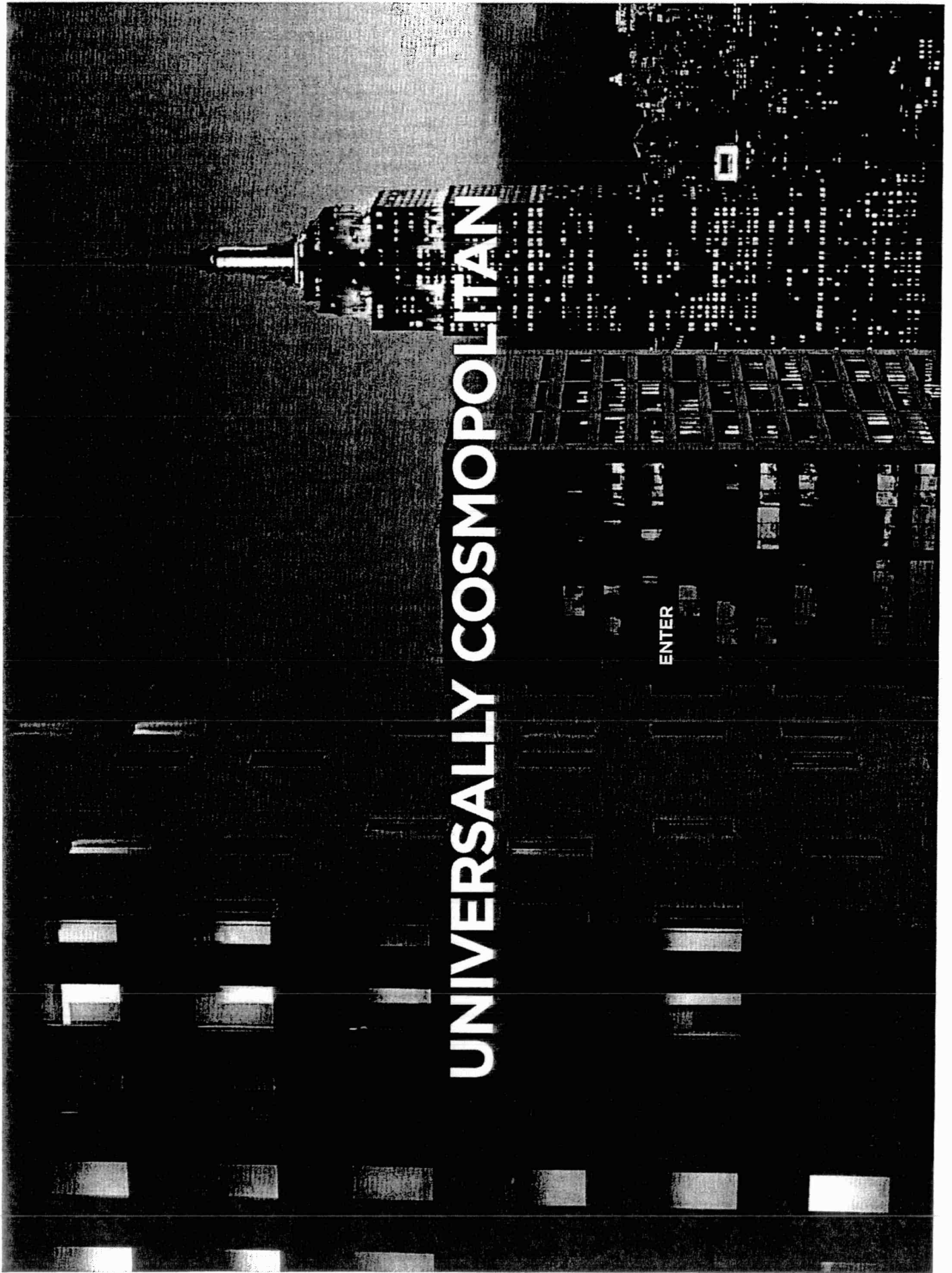
70W45 Web.....pdf (257 KB)

70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

VISIT OUR SALES SHOWROOM
1140 AVENUE OF THE AMERICAS, FL 2
OPEN HOUSE SUNDAYS 12 PM - 4 PM

casa^{NY}

GRAND OPENING



UNIVERSALLY COSMOPOLITAN

ENTER

case^{ny}

70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

VISIT OUR SALES SHOWROOM
140 AVENUE OF THE AMERICAS, FL 2
OPEN HOUSE SUNDAYS 12PM - 4PM

DESIGN

SERVICES

AMENITIES

RESIDENCES

FLOORPLANS

LOCATION

CONTACT

EXHIBIT 38

From: Graham Hanson <jgh@grahamhanson.com>
Subject: **Fwd: Cassa**
Date: June 23, 2009 12:32:17 PM EDT
To: Axel Gimenez <ag@grahamhanson.com>, Dorothy Lin <dl@grahamhanson.com>

please make all fixes asap. Thanks.

Begin forwarded message:

From: "Robert Lebensfeld" <robert.lebensfeld@assaproperties.com>
Date: June 23, 2009 11:59:56 AM EDT
To: "Graham Hanson" <jgh@grahamhanson.com>
Cc: "Solly@assaproperties.com" <solly@assaproperties.com>
Subject: RE: Cassa

Graham,

The website still doesn't work. Please let me know when you will be solving the many issues that we have with it? I can't release payment for a completed website if it is not. Please see comments to the website below from the Marketing Directors:

Cassa Website – unfinished and/or non-working items.

1. After you click on a link you cannot go back to it. For example if you click on living room, and then bathroom, when you click no living room again nothing happens.
2. Hotel Services and Other Service links do not work.
- 3.
4. Views link does not work.
5. Map link does not work
6. Neighborhood link does not work.
7. There are too many fields in the contact page and it is not clear which are required and which are not.

Cassa Website Changes – if it is possible to make changes we recommend the following:

1. Increase loading speed.
2. Put the registration/contact page up first with a button that says skip in the lower corner. This will encourage people to fill out the form before they enter the website.
- 3.

Thanks,

Robert

J Graham Hanson
Graham Hanson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone, x17
212 481 0784 telefax

From: Axel Gimenez <ag@grahamhanson.com>
Subject: **Re: Cassa**
Date: June 23, 2009 1:18:25 PM EDT
To: Graham Hanson <jgh@grahamhanson.com>

I have fixed issues 1-6 on the unfinished and/or non-working items list. Please clear browser cache before viewing updated site.

I will discuss with Dorothy how to handle #7.

For their wishlist:

- #1 - I will optimize the images to decrease loading times.
- #2 - I will look into whether this is possible with minimal effort.

Axel

On Jun 23, 2009, at 12:32 PM, Graham Hanson wrote:

please make all fixes asap. Thanks.

Begin forwarded message:

From: "Robert Lebensfeld" <robert.lebensfeld@assaproperties.com>
Date: June 23, 2009 11:59:56 AM EDT
To: "Graham Hanson" <jgh@grahamhanson.com>
Cc: "Solly@assaproperties.com" <solly@assaproperties.com>
Subject: **RE: Cassa**

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- 3.

Thanks,

Robert

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212 481 0784 telefax
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